

THE QUILL

A MAGAZINE FOR JOURNALISTS



PRELUDE TO A BILLION DOLLAR RESPONSE

September, 1955

Chicago Daily News reporter Robert Schmitz approaches a smiling Dr. W. D. Hodge. For the story of why they are not smiling, turn page 6.

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and many others

Bylines in This Issue

ONE of the biggest newspaper scoops of the year was the disclosure by the *Chicago Daily News* of the fantastic frauds perpetrated in the Illinois state auditor's office. Rewriterman **William F. Mooney** of the *News* explains how the paper broke the case in his article, "Chicago News Cracks Huge Scandal by Digging, Perseverance, Teamwork" (page 8).



WILLIAM MOONEY

Like many another Chicago journalist, 37-year-old Mooney began his career in the *City News Bureau* there. He started in 1935 as a copy-boy, later covered police, U. S. Courthouse and County Building beats before leaving in 1940 for military service. He served first with the Canadians and later transferred to the American forces.

After five years overseas, the last twenty-three months in prison camp Stalag 17 when his plane was shot down, he returned to the *City News Bureau* as rewriterman and then night editor.

He joined the *Daily News* in 1949, has covered all beats, the State Legislature, two national political conventions, numerous political campaigns, and is now on the rewrite bank, doubling in politics.

NEWSPAPERMEN who are ambitious to own a small town daily and be the big frog in the little puddle will find the experiences of **Arthur Ballantine Jr.**, both interesting and illuminating. In his article, "Publishing a Small Town Daily Is Rewarding, But Takes Plenty of Fortitude" (page 12), Ballantine describes some of the pressures to which small town newspapers are subjected.

Ballantine, 42, is a native of Boston and a graduate of Harvard University and the Yale University Law School. After a year with the law firm of John Foster Dulles, Ballantine went to Washington for a stint with the State Department.

In 1946, he joined the staff of the *Minneapolis Morning Tribune* as a reporter. When he left, six years later to take over the *Durango (Colo.) Herald-News*, he was assistant to John

Cowles, publisher of the *Minneapolis Star and Tribune*. With his wife, Morley, who puts in a full eight-hour day, he edits and publishes the *Herald-News*.

The newspaper has received a citation from the *Associated Press Managing Editors Association* and was runner-up this year for the general excellence award of the *Colorado Press Association*.

A CERTAIN amount of friction has been building up for some time between veteran newspapermen and television newsmen, with their bulky paraphernalia, lights and cameras. Thus far, most of the talking has been done by the "pencil reporters."

In this issue, *THE QUILL* presents the other side of the coin with **Chet Hagan's** article, "Television, Radio Newsmen Have a Right to Cover Press Conferences, Too" (page 11).

Hagan, 34, is manager of news for *National Broadcasting Company's* Central Division, which covers thirteen states for both radio and TV from Chicago headquarters. Prior to his transfer to Chicago in May, 1955, Hagan was assistant manager of the NBC newsroom in New York and producer of Morgan Beatty's "News of the World"—highest rated news show on network radio.

A native of Reading, Pennsylvania, Hagan cut his journalistic eye-teeth on the *Reading Eagle*. Later, he became managing editor of the now-defunct *Lebanon (Pa.) Evening Star*, which he calls a "noble experiment true to newspaper tradition. We lost money."

Two years with radio stations in Lebanon and Reading preceded his switch to *NBC* in New York in the spring of 1949.

WHEN a newsman becomes an active participant in the news he's reporting, it usually makes a pretty exciting yarn—one which fellow journalists enjoy reading about. That's true, at least, of **George Vickery's** article, "TV Newsmen Makes News by Bringing Peace to City Torn by Racial Conflict" (page 15). Vickery describes how Ralph Renick, news director of Miami's *WTVJ-TV*, stepped into a tense racial dispute and found himself playing the leading role in the settlement of the affair.

A native of Miami, Vickery was editor of the *University of Miami* newspaper, *The Hurricane*, during his four years there. After graduating in 1953,

he served in the Army for two years, including a year in Germany where he was chief writer for the Psychological Warfare Center.

After brief stints as managing editor of the *South Miami Tribune* and in the *University of Miami* public relations department, Vickery joined *WTVJ* as public service director. Just recently he was appointed publicity director of the station.

Both Vickery and Renick are members of the Greater Miami professional chapter of *Sigma Delta Chi*. Renick is currently secretary of the chapter.

FLOYD G. ARPAN, who wrote the article, "American Magazines Help Counter Red Propaganda Efforts Overseas" (page 13), in recent years has worked closely with the State Department as mentor to groups of foreign journalists studying and traveling in the United States. In the same period he has traveled widely, visiting newspapers, magazines, radio, and television stations in some eighteen countries in Europe and South America.

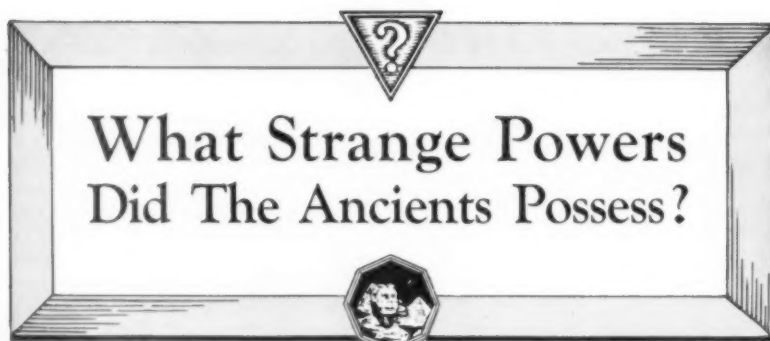
A graduate of Northwestern University's Medill School of Journalism, Arpan is a former daily newspaper reporter and deskman as well as magazine editor. As professor of journalism at Medill, he now heads the department of magazine studies where he is a specialist in business journalism and the allied fields of magazine editing and photography. He is also chairman of the educational advisory council for the National Business Publishers and a member of the educational committees of the Associated Business Publications and the International Council of Industrial Editors.

A top recruiter for the field of journalism education, Arpan is probably known to almost every high school journalism teacher in the United States as the director (for 26 years) of the National Institute for High School Journalists. The Institute draws nearly 100 of the top high school journalists from 40 states to Medill each summer for a five-week course.

Arpan also is a free lance writer and photographer, an advisory editor for the *Journalism Quarterly*, associate editor of *THE QUILL*, and is a former national officer of *Sigma Delta Chi*.



FLOYD G. ARPAN



EVERY important discovery relating to mind power, sound thinking and cause and effect, as applied to self-advancement, was known centuries ago, before the masses could read and write.

Much has been written about the wise men of old. A popular fallacy has it that their secrets of personal power and successful living were lost to the world. Knowledge of nature's laws, accumulated through the ages, is never lost. At times the great truths possessed by the sages were hidden from unscrupulous men in high places, but never destroyed.

Why Were Their Secrets Closely Guarded?

Only recently, as time is measured; not more than twenty generations ago, less than 1/100th of 1% of the earth's people were thought capable of receiving basic knowledge about the laws of life, for it is an elementary truism that knowledge is power and that power cannot be entrusted to the ignorant and the unworthy.

Wisdom is not readily attainable by the general public; nor recognized when right within reach. The average person absorbs a multitude of details about things, but goes through life without ever knowing where and how to acquire mastery of the fundamentals of the inner mind—that mysterious silent something which "whispers" to you from within.

Fundamental Laws of Nature

Your habits, accomplishments and weaknesses are the effects of causes. Your thoughts and actions are governed by fundamental laws. Example: The law of compensation is as fundamental

as the laws of breathing, eating and sleeping. All fixed laws of nature are as fascinating to study as they are vital to understand for success in life.

You can learn to find and follow every basic law of life. You can begin at any time to discover a whole new world of interesting truths. You can start at once to awaken your inner powers of self-understanding and self-advancement. You can learn from one of the world's oldest institutions, first known in America in 1694. Enjoying the high regard of hundreds of leaders, thinkers and teachers, the organization is known as the Rosicrucian Order. Its complete name is the "Ancient and Mystical Order Rosae Crucis," abbreviated by the initials "AMORC." The teachings of the Order are not sold, for it is not a commercial organization, nor is it a religious sect. It is a non-profit fraternity, a brotherhood in the true sense.

Not For General Distribution

Sincere men and women, in search of the truth—those who wish to fit in with the ways of the world—are invited to write for a complimentary copy of the booklet, "The Mastery of Life." It tells how to contact the librarian of the archives of AMORC for this rare knowledge. This booklet is not intended for general distribution; nor is it sent without request. It is therefore suggested that you write for your copy to the Scribe whose address is given in the coupon. The initial step is for you to take.



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From Quill Readers

Editor, The Quill:

Since you must have been very close to deadline for the August issue, let me say as one reader that I think THE QUILL did exceptionally well in presenting so promptly the sad news about Carl Kesler in a form that was a tribute to him, his life, and his work.

The use of the cover to show his fine face; the page of appreciative letters; the reprint of his own editorial on "Professional and Amateur" from the October, 1951, issue; the moving salute from his friend and co-worker, Charles C. Clayton; the report of his career in the Sigma Delta Chi news section, and finally Carl's amusing pox on the headline use of "SDXer" as "neither Greek nor English"—all these were produced and assembled in the best of journalistic taste.

Everyone who knew Carl will miss him very much; many who did not know him owe him a debt of gratitude for his contributions to the editorial page of the Chicago Daily News, to THE QUILL for which he did so much as editor, and to Sigma Delta Chi.

Carl's place as editor of THE QUILL will not be filled easily, but if anyone can measure up it will be Charles C. Clayton. I have known Charlie for just short of 30 years and from experience I can say that by the test of long work in daily journalism and by the related test of interest and work in the field of education for journalism, Charlie Clayton takes a rare combination of talent and training to the editor's desk.

THE QUILL's new editor is an ideal choice to march in the procession with Carl Kesler and Ralph L. Peters.

Irving Dilliard

St. Louis Post-Dispatch

St. Louis, Mo.

Editor, The Quill:

Bravo on the attention you gave to editorial salaries in the July issue. I would like to see much more on this subject.

Dick Ratliff

911 E. Taylor Street

McAlester, Okla.

THE QUILL for September, 1956



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THE QUILL

A Magazine for Journalists
Founded 1912

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No. 9

Dividend of a Free Press

THE 1953 report of Sigma Delta Chi's Freedom of Information Committee emphasized that:

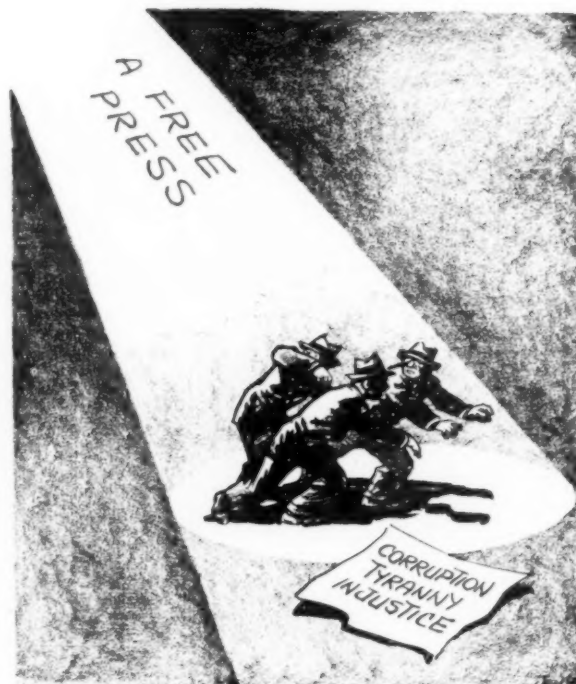
"The primary function of a newspaper is to print news, and all its other functions are secondary. To serve its basic purpose, it must print the news fully, accurately, and without suppression, bias, slanting or distortion."

It is more than coincidental, the report added, that a trend toward withholding information should appear at the same time as a trend away from vigorous local news coverage. Writing in the *Saturday Review* last April, Louis Seltzer, editor of the *Cleveland Press*, complained that "newspapers, many of them built to greatness on the tradition of fearless reporting, are only going through the motions of covering beats or waiting for the news releases to be thrown through the transom." The result, he insisted, is that the magazines have been usurping the newspaper's role of original reporting, crusading and investigative reporting, while the newspapers took on the "coloration" of the magazines.

OTHER critics have noted the preoccupation with features, gimmicks, crossword puzzles and comics. In the light of such criticism, much of it from within the profession, the editorial salutes fired across the nation in recognition of the fine example of journalistic enterprise which resulted in the exposure of one of the biggest swindles in the history of Illinois is significant. The story of the two months of exhaustive digging by the staff of the *Chicago Daily News* which preceded the breaking of the story, and the dramatic subsequent developments, is told in this issue by William F. Mooney. It is an impressive illustration of effective investigative reporting. The *Daily News* deserves the commendation that has been given to it, as do the other newspapers who joined in the inquiry after the *Daily News* broke the story.

Certainly some of the criticism leveled at the press is not deserved, and the emphasis on gimmicks is not universal. The majority of the newspapers recognize their responsibility to expose violations of public trust, and there are many newspapers with the diligence and determination to print all the news, no matter how difficult it is to ferret out the facts.

One of the basic reasons why the American press is free is to enable it to provide that check upon gov-



Reprinted from the *Chicago Daily News*

ernment which no constitution has been able to safeguard. It is free so it can uphold the people's right to know about public business, and so it can criticize public officials who would deny this right for their selfish ends. In short, freedom of the press is not a right—it is a solemn responsibility.

WHAT has happened in Illinois is, as many editors have pointed out, a dividend on the nation's constitutional insistence on a free press. It is also a dividend to American newspapers in the effect it will have on the fight for freedom of information. This example of journalistic enterprise and diligence refutes some of the criticism directed at the press and it demonstrates that American newspapermen are keeping alive the tradition of public service inherent in a free press.

CHARLES C. CLAYTON

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Although it was reporter George Thiem's persistent digging that broke the Hodge case wide open, many members of the Chicago Daily News staff took part in the exposé. Here William F. Mooney, rewriter and author of this article, follows up a lead by telephone while Maurice Fischer, acting city editor, studies the News' file on Hodge.

Chicago News Cracks Huge Scandal By Digging, Perseverance, Teamwork

Here is the behind-the-scenes account of how the Daily News exposed the biggest swindle in Illinois history, the now-famous Hodge case.

By WILLIAM F. MOONEY

ONE Saturday morning early in May, a Chicago *Daily News* reader walked into the office of Basil L. "Stuffy" Walters, executive editor, with a request that the paper investigate the office of Illinois State Auditor Orville E. Hodge.

The reader, a close personal friend of Walters, also had tipped off the *Daily News* to the horsemeat-hamburger scandal during Governor Adlai E. Stevenson's administration.

Walters arranged for the reader to tell his story to Everett Norlander, managing editor, and Clem Lane, city editor.

Basically, it was that there were many ghost payrollers (politically sponsored employees who did little or no work) in Hodge's office. Also, Hodge was supposed to be using some state funds for his own use, notably entertaining friends and politicians.

Impressed by what they heard, Norlander and Lane assigned George Thiem, Springfield correspondent, to investigate the story.

Thiem was an old campaigner in payroll scandals. In 1949 he won the Pulitzer Prize for exposing fifty-one downstate newspaper editors on Republican Governor Dwight H. Green's

payroll, doing little work for their money.

But Thiem never thought he was starting in on what turned out to be a \$1.5 million scandal that conceivably could cost the Republican party the state in the 1956 Presidential election.

Thiem knew about one in ten of these so-called tips panned out. He knew Hodge personally and started out by reviewing his background.

Hodge, 52, was a successful Granite City businessman who had served three terms, from 1946 to 1952, in the Illinois Legislature.

Hodge owned much property, including farms in Illinois and Missouri where he had a registered herd of Angus cattle, a produce ranch in Pecos, Texas, the luxurious ocean-front Esquire Apartment Hotel in Ft. Lauderdale, Florida, and an entire business block in his home town.

Newspaper stories had estimated his wealth at \$1 to \$5 million. Hodge had modestly confided to other state officials that this latter figure was a bit too high and merely "newspaper talk."

In addition to several homes, Hodge maintained year-round hotel suites at the Drake, in Chicago, and at two Springfield hotels. He had two planes, four cars, and two speedboats.

In 1952 Hodge wanted to run for governor but yielded to William G. Stratton. Hodge led the state ticket as he was elected state auditor.

The *Daily News* endorsed him in that race.

Hodge was a lavish entertainer and a big tipper. He insisted on picking up the tab everywhere he went. He was always ready—and anxious—to do a favor.

AS auditor, Hodge was responsible for auditing the books of the Illinois state government which had a \$1.5 billion budget for the 1955-57 biennium.

Hodge also was responsible for examining books of all state banks in Illinois, and of currency exchanges, credit unions, savings and loan associations, and cemetery perpetual care trust funds. He also controlled their charters and issued charters for new banks and similar institutions.

Reporter George Thiem checks files in the state treasurer's office after Hodge barred him from examining any records in the auditor's office.

For this he had a \$7.5 million office budget and 513 employees.

Earlier this year Hodge announced he would seek the GOP nomination for governor. When Stratton wanted a second term, Hodge withdrew, saying he would take one more term in the auditor's office.

A big man, six feet tall, good looking, well groomed, well educated, Hodge was considered to have a bright future in politics. He was regarded as the heir apparent as GOP boss and a "shoo-in" for the 1960 nomination for governor.

DURING this year's April primary, when Hodge was unopposed, he spent more than \$6,000 on radio and television time urging voters to give President Eisenhower a vote of confidence.

For this he received a personal "thank you" note from the White House. Hodge had it framed and hung it in his walnut-paneled, air-conditioned office in the State Capital Building in Springfield.

The bar at his Lake Springfield summer home was lined with murals, including a life-size photograph of him shaking hands with the President at a political function.

This was the situation when Thiem started in to check the informant's tip early in May.

From the first, Hodge opposed Thiem. Records were missing or could be found only after repeated demands that they be produced. Hodge complained to other Capital Building reporters that Thiem was "trying to get" him.

Auditor office employees were told not to talk to Thiem.

Thiem learned fifteen of Hodge's employees were suddenly laid off after he started his digging. One woman who was fired turned out to be the sister of mobster Tony Accardo, gang chief and, according to government agents, head of the Chicago crime syndicate.

Thiem confirmed that Hodge spent some money for unauthorized personal expenses. His private pilot was on the state payroll as a \$600-a-month clerk. Hodge had used some state funds for questionable expense accounts.

After using this information for two stories, the first published June 4, Thiem called for help. Reporters Robert Gruenberg and Robert Schultz were assigned to legwork in Chicago, interviewing scores of persons listed as having drawn state checks.

This writer, a rewriter who knew Hodge from the Legislature and from covering politics, including the

1952 campaign, was assigned to coordinate reports from Thiem and from Schultz and Gruenberg.

Sangamon County (Springfield) State's Attorney George P. Coutrakon was told the direction the investigation was taking. He assigned his first assistant, J. Waldo Ackerman Jr., to work quietly with Thiem.

It was learned there were some peculiar circumstances surrounding two mortgages on property Hodge owned. One was the Lake Springfield home, the other the Ft. Lauderdale hotel.

The aid of the Miami *Herald*, a Knight newspaper as is the *Daily News*, was enlisted. Downstate sources turned up the Lake Springfield mortgage with its unusually favorable terms to Hodge. Both were held by the Southmoor Bank and Trust Company, Chicago. This provided another story, with the bank's officers' comments.

From records of State Treasurer Warren E. Wright it was learned Hodge had depleted several office accounts in eleven months, with bills for thirteen months still to be met from his two-year appropriation.

Schultz went to Springfield to help Thiem. Reporters Edmund J. Rooney and Jack Lavin were added to the investigative team, working with Gruenberg.

USING information supplied by them, I started writing almost daily articles. One, on June 15, listed persons in whose names thousands of dollars in state checks had been issued without proper authorization.

Hodge complained that these stories were politically inspired. He ordered his files closed to Thiem and other reporters. Sigma Delta Chi lodged an immediate protest, contending the public had the right of access to these records of a public official.

A protest to Governor Stratton got nowhere. Hodge was an elected official, said Stratton, and ran his own office. Latham Castle, attorney general, advised Hodge to open his records. Hodge flatly refused.

The Illinois Budgetary Commission, an arm of the Legislature, was asked to open its files for information on how Hodge pushed through a \$525,000 deficiency appropriation in May, 1955. They refused.

Other Chicago papers emphasized Hodge's defense, picking up his implication that "politics" was behind the articles.

Hodge flew to Chicago to protest. A. T. Burch, *Daily News* associate editor, told Hodge to open his office records to Thiem. Again he refused.

The investigation continued. A suit



was being prepared by *Daily News* attorneys for a mandamus action when the story started to break apart. From the first article, tips had started to come, the usual aftermath of published stories about a public official in trouble.

THEN word reached the *Daily News* that one of the checks mentioned in its June 15 story could stand further investigation. The check had been made out to Thomas H. Fitzgerald, Chicago attorney, who was then in Canada on vacation. When he returned, Fitzgerald was contacted. He signed a statement that he did not get the \$7,500 check listed for him. Fitzgerald said there was no reason he should have received it. The state owed him no money.

A friendly employe reported the cancelled check was missing from Hodge's files. There was no voucher (bill) available, although by law there should have been three copies in Hodge's files showing why the check was issued.

Through microfilm records in the office of State Treasurer Wright, the check was traced. This in itself was a monumental job, as each working day 22,000 checks are issued by the state.

Wright's records verified that the check had been issued and cashed. The same microfilm spool showed the check was one of fifteen totaling \$180,000 issued the same day against Hodge's office accounts. All had been endorsed on a typewriter and cleared through the Federal Reserve Bank of Chicago. There was no other bank listed to show which member bank had deposited it for collection.

Federal Reserve Bank officials re-

fused to help. So did those of the Federal Deposit Insurance Corp.

City Editor Lane, meanwhile, had ordered all fifteen persons interviewed. There were no addresses on the checks, but eventually all except one firm or person were traced in various parts of the state. The fifteenth check later turned out to be issued to a fictitious firm.

Of those persons reached, with one exception all denied receiving the checks or having money due. The one person who said he received a check later changed his mind and conceded he lied to protect Hodge who had called him. Many of the others later admitted Hodge had pleaded with them to "cover up" for him and block the investigation. But this was much later.

THIS was the key we needed. Because Hodge had barred us from his office, the state's attorney was asked for help. He reported that all fifteen canceled checks were missing from Hodge's files. So were the supporting invoices.

Treasurer Wright made a special trip to St. Louis to have copies made of the micro-film to protect himself in the event anything happened to his records. He let us examine the copies, but not keep them.

On July 4, Governor Stratton learned there was a scandal about ready to be published by the *Daily News*. He directed the state budgetary commission to investigate Hodge's office—the same commission which had refused to help us.

The same day City Editor Lane had a heart attack, Maurice Fischer, first assistant city editor who had been

handling the city desk while the Hodge case developed, was brought in, briefed, and took over direction of the story.

At a conference on July 5 with our attorneys, Walters said, "We're going to print the story. Just show us how." The attorneys were aware of the importance of the story but wanted copies of the micro-film records to protect the paper if anything happened to the state treasurer's files.

It was also decided to send a reporter to tell Hodge what we had. Because Hodge would not talk to Thiem, Charles B. Cleveland, political editor, went to Springfield to interview Hodge and show him an advance copy of the story.

At the same time Treasurer Wright was prevailed upon to bring copies of the checks from Springfield to Chicago. After examination, they were locked in a safety deposit box. Wright held it in his name and we held the key so that neither could get in without the other.

Hodge told Cleveland he knew nothing about the checks, said he was "shocked" and promised an immediate investigation. Fischer directed Hodge's answer be printed alongside the main story which was published July 6.

WHEN the story hit Springfield, Governor Stratton asked Wright to bring in his records. Within minutes Stratton ordered the state police to post a 24-hour guard on records in the Capitol, State Archives building, and the auditor's warehouse, to prevent their being looted.

The press services picked up the story, giving full credit to the *Daily News*. One Chicago paper carried the story in late editions. The other two ignored it or minimized it.

Pressure was brought on Wright, and he gave us copies of the micro-film checks. They provided graphic proof of the gigantic swindle, and it was obvious to the public what the scope of the story was. By July 9, all papers were vying with each other for new exposés. And there were enough for everyone.

Stratton, Attorney General Castle, the FBI, and the U. S. District Attorney moved in on separate investigations. Stratton, as Illinois Republican party leader, forced Hodge to resign as auditor, as a candidate for reelection, and as a delegate to the Republican national convention.

Almost daily, more forged checks were uncovered. The total involved jumped to \$260,000, then to \$500,000. Finally Governor Stratton called the

(Turn to page 20)



Reporter Thiem (in chair, left) had a ringside seat when Governor William G. Stratton (right) announced Hodge's resignation to climax the scandal.



Chet Hagan, one-time newspaperman, is now manager of news for National Broadcasting Company's Central Division headquartered in Chicago.

SOME seventeen years ago, when I was a copy boy back in Reading, Pennsylvania, a veteran newspaperman took me under his wing and gave me some solid advice.

"Don't think," he said, "that because you're on a newspaper you have some God-given right. This business is not associated with anything divine. A lot of fellows think so. But you have no more right to go to a city council meeting, or to police court—no more right to go anywhere or do anything—than the man who lives next door.

"You have certain advantages," he continued, "and a great deal more responsibility than most people. But you have no exclusive rights."

Time magazine's article in the Press section of the May 21 issue brought that advice to mind again. The article unmercifully blasted television coverage of news conferences, implying that the "rights" of newspapermen were being violated. It referred to the TV newsman as an "interloping Johnny-come-lately." It charged TV newsmen with "getting in the way" and with having "haughty ways."

Called "The Evil Eye," the article seemed to suggest that television news coverage is somehow just a bit un-American. It was monumentally shortsighted. And the only thing it proved is that competition of TV news coverage is beginning to needle the newspapers and the news magazines.

HOWEVER, the Time article did bring out into the open a long-smoldering discontent on the part of the "pencil reporters" when they are

Television, Radio Newsmen Have a Right to Cover Press Conferences, Too

'Pencil reporters' may not like hot lights and grinding cameras, but they will have to get used to them, says this radio-TV news writer.

By CHET HAGAN

thrown together with their news brethren from radio and television. There is nothing that can be done about that discontent. The very nature of the technical advantages of radio and TV is such that we can get to the public first with the day's news.

And therein lies a challenge to the newspapers and the news magazines. Newspapers are changing in content and in the method of handling stories, and will have to change even more as the radio and television industry expands in the field of news coverage. Newspapers will have to be more interpretive, because radio and TV are—without question—the basic purveyors of spot news.

BEFORE the days of radio, people in this country had a right to know and that right was satisfied by the printed word. Then came radio, and it added the right to hear. And now television has added a third dimension—the right to see. The public will accept nothing less.

Everything the broadcasting industry has gained it has had to fight for, and very often has fought alone even though the basic freedom of the press was involved. First, there was the question of selling wire services to radio. There were cries of: "Radio will kill the newspapers!" The warnings turned out to be sheer nonsense.

To mention just one organization, the Radio and Television News Directors Association has been fighting long and hard for "equal access" to the news. *Equal access*. That's all anybody wants. We do not seek "first access" to news sources, or news conferences.

Television is also a news originator. For example, at both the 1948 and 1952 political conventions, one top man on a wire service covered the conventions without moving out of his hotel room. He was looking at his TV set. And during the 1952 political

conventions, an alert news editor in the New York Times office monitored the convention proceedings on TV and fired queries to his staff in Chicago.

Also, the New York Times has increased its Washington staff over the weekend, simply to monitor and report on the news-making going on on such shows as "Meet the Press," "Face the Nation," "Youth Wants to Know," and "American Forum on the Air."

Sometimes, as in the recent case of Attorney General Herbert Brownell on Martha Rountree's "Press Conference," these shows give newsmen their only access to news-timid public officials.

Radio and television have fought for these advantages. We fought very hard to gain access to the Presidential news conferences. Many thousands of words of warning were written against radio and television—warnings about circus atmosphere, the hot lights, the grinding cameras. The same old pitch again.

So what happened? For the first time in the history of the Presidential news conference, direct quotations were permitted.

ALL the cries today about the "evil eye" remind me somewhat of the industrial revolution in England during the early 1800's. At that time, most of the textile industry was centered in cottages. Small manufacturers, who depended on their hand-operated looms, banded together under the banner of a General Ludd. Known as Luddites, these cottage industrialists ranged far and wide smashing the new machines which were ruining their home businesses.

They smashed the mechanical looms, but they couldn't smash the industrial revolution. I, for one, am not willing to believe that thinking newspapermen are the loom smashers of today, banded together against progress.

Publishing a Small Town Daily Is Rewarding, But Takes Plenty of Fortitude

Local pressures can make life rugged, says this Western publisher, but the newspaper will gain respect if it stands up for what it believes.

By ARTHUR BALLANTINE JR.

FEW would think in this atomic age that a campaign for safe drinking water could get a small town daily newspaper into trouble.

But it can.

Three years ago the Durango *Herald-News*, with 3,700 subscribers in the San Juan Basin of Southwestern Colorado, fought for a filtration plant and covered reservoir. The campaign followed tests proving the water supply unsafe and was in line with recommendations of the State Public Health Department.

Before the fight was over the *Herald-News* had lost upwards of \$10,000 in local advertising revenue, and popular clamor demanded that the owners—my wife and myself—go back to Minneapolis from where we had come.

The water fight started quietly enough about a year after I purchased the *Herald-News*. The newspaper learned that the city had withheld warnings from the local health unit that city water was dangerous, particularly during the summer months. The newspaper published the reports, along with State Health Department recommendations that Durango build a filtration plant and covered reservoir. A newly elected City Council decided to take action to carry out these recommendations. All seemed serene in the summer of 1953.

Then several large taxpayers complained the \$400,000 cost was exorbitant. They said their grandparents had lived to ripe old age drinking crystal water from sparkling, pure mountain streams. They questioned the right of an outside organization, the State Public Health Department, to interfere in a community matter.

The city council began to falter. The *Herald-News* pressed harder. Expert opinion and public health information were carefully assembled. Detailed drawings and charts were published. Division within the council increased.

Although it had power to take action without an election, the majority decided to consult the voters.

The fat was in the fire because the election had to be waged on the ticklish issue of whether Durango, a tourist town, had safe drinking water.

The *Herald-News* launched an all-out campaign, backed by most doctors and the League of Women Voters. The State Health Department, impatient with city delay and encouraged by local support, began to push harder. A Colorado legislative committee studying water and sewage was then in session. The members decided to make Durango a test case and subpoenaed leading citizens to appear. Purity of Durango water was now covered by the Denver dailies.

A MONTH before the election, water exploded into an emotional issue. Opposition forces directed the brunt of the attack on the newspaper. This delighted all our enemies, including some established families who resented our intrusion, the official who blackballed me from the Elks Club for opposing him in an election, the doctor who resented my printing his picture as a traffic violator during a safe driving campaign, and many others. The attack also appealed to businessmen. The *Herald-News* was given the responsibility for drawing statewide unfavorable publicity to Durango—an action which threatened retail, motel and restaurant business.

It did not matter that the City Council had concealed warnings and failed to take action. Whatever the reason, bringing unfavorable publicity to a small town is an unpardonable sin. The *Denver Post* is still *persona non grata* for printing on the front page a fatal accident during a blizzard on our chief mountain pass, thereby discouraging tourists from coming here. Our sin was much worse. We were not



Arthur Ballantine Jr. is editor of the Durango (Colo.) *Herald-News*. He and his wife also publish the paper.

outsiders, but local people and therefore traitors.

A principal advertiser cancelled his schedule. Most merchants substantially reduced their programs. A personal campaign of vilification started against myself, my wife and our managing editor.

When the votes were counted, safe water and the *Herald-News* had lost by more than two to one. The next morning was grim. Although the *Herald-News* had lost at the polls, the water issue was very much alive. The State Health Department promptly announced a suit against Durango. Front pages throughout the state headlined latest developments.

In bars and cafes citizens were saying, "Look what they have done. Let's drive them out of town." The *Herald-News* began to wonder if the attacks were going to become physical as well as vocal. A community-wide protest meeting was discussed up and down Main Avenue.

HAPPILY, the *Herald-News* had strong friends—the town's leading doctors, the president of the largest bank, the secretary of the Chamber of Commerce. Many had already been boycotting our opponents.

They set about averting a protest meeting. They formed a citizens' committee to negotiate with state health officials and the City Council. The committee took the position that the argument must be promptly settled and that the only possible settlement was one satisfactory to state officials.

(Turn to page 22)

American Magazines Help Counter Red Propaganda Efforts Overseas

Millions of foreign peoples are anxious to learn all about our way of life—from farming methods to fashion trends—and the U. S. Information Agency finds magazines an excellent way to inform them.

By FLOYD G. ARPAN

AMERICAN magazines are proving powerful weapons in the world-wide ideological struggle, the U. S. Information Agency finds.

"Magazines," says Theodore C. Streibert, director of the Agency, "are among our most useful tools. They are almost as timely as newspapers, but as detailed as books. They use illustrations as effectively as either, and more of them."

Communists, Streibert points out, have not overlooked magazines in their propaganda activities. They have flooded the world with theirs, not only those bearing obvious made-in-Moscow, or Peiping, labels, but those of the many groups forming the world-wide Communist apparatus.

In France, for example, a recent survey identified thirty-two Communist periodicals, in addition to the party's daily and weekly newspapers, the crypto-Communist journals, and the organs of the "friendship" societies. These periodicals cover practically every field of interest to the French.

ELSEWHERE, the number and variety of Communist magazines vary, but wherever Communist leaders think a magazine will help their cause, that magazine is published.

Technically speaking, the Communist magazines are first-rate. A typical example is *The Soviet Union*, an illustrated monthly in the style of *Life*, published in the U. S. S. R. but circu-

lated throughout the world. *The Soviet Union* appears in seven languages. It is beautifully and profusely illustrated in color, printed on excellent paper, and put together by people who know their business.

Similar magazines are published by all the satellites. Not all of them, however, appear in the language of the country of their origin, a significant fact identifying them for what they are, propaganda from cover to cover.

Equally significant is their price. In Great Britain the annual subscription price (twelve issues) of *The Soviet Union* is ten shillings, roughly \$1.50. The price per copy in Moscow is 6 rubles, again about \$1.50 at the current rate of exchange. *China Pictorial* is sold in China at 40c a copy. An ad-

This is the U. S. Information Agency library at Bombay, India, where a large variety of American magazines is available for those interested in the United States. The man standing is reaching for a copy of *Life* magazine.





Russia, China, East Germany and the satellite countries distribute Red propaganda in several languages through magazines like those shown here.

in one Latin American country offers a year's subscription at \$1. Obviously, the publishers are after circulation outside the Communist orbit.

ALL of these magazines play up one central theme, life under Communism is glorious and Communism promises an equally rosy future for the rest of the world. American magazines (*Life*, *Look*, *Newsweek*, *Time*) cover riots, murders and all types of disasters in the United States. Reading the Communist publications, one gathers that nothing of that sort, nothing unpleasant, ever happens or could happen under the Hammer and Sickle.

The "front" publications are not quite up to the standard of *The Soviet Union* and satellite publications, but they are good and over the past year have been getting better. Comparing 1955 and 1956 issues of *World Youth*, the organ of the World Federation of Democratic Youth, the improvement hits the eye at first glance. The format has been changed and the reading matter has been jazzed up to meet the demands of modern youth. The cover of a recent issue shows a "spaceman" circling a satellite planet.

A study of the "front" magazines reveals each closely following the Moscow line. The Kremlin calls the tune and the "fronts" play it with only the variations necessary to their particular role in the world-wide ideological struggle.

During the past year, new Communist magazines have been appearing regularly on the newsstands of the

world, which is in line with present Communist strategy.

Communist China publishes its own magazines but, again, plays the Moscow themes. *China Pictorial*, an excellent counterpart of *The Soviet Union*, appears in eleven languages. *China Reconstruction* is another.

Despite Communist efforts, American magazines still rate tops with overseas readers. The very fact that they are not mere propaganda tools adds to their popularity and is one reason why they are such good propaganda.

The U. S. Information Agency's current magazine subscriptions amount to more than 41,000, covering about 1,400 titles. All USIA libraries overseas, 162 in sixty countries, carry a supply of American magazines. Key groups, and sometimes key individuals, are presented gift subscriptions.

PICKING titles at random, the Agency's list contains 498 subscriptions to *The Saturday Evening Post*, 725 to *National Geographic*, 429 to the *Ladies Home Journal*, 329 to *Collier's*. *Reader's Digest* tops the list with 1,793 subscriptions, but this includes editions in Arabic, French, German, and Italian, as well as English. In addition, *Reader's Digest* has two educational editions to which the USIA subscribes.

The 255 subscriptions to *Vogue*, 172 to *Harper's Bazaar*, 261 to *Mademoiselle*, establish beyond doubt, if doubt existed, the universality of one feminine interest—clothes. The lady in the sari or longyi wants to know what her American sisters are wearing,

even if she herself has no idea of abandoning her native costume.

World fascination with how Americans live, how we decorate our homes, what we eat, how our "gardens grow" is reflected by subscriptions to *American Home*, *House and Garden*, *Better Homes and Gardens* and the like. American child-life in all its aspects is another subject with universal appeal. News events, of course, are of never-failing interest, with *Newsweek* accounting for 590 subscriptions, *Time* 874, and *Life* (three editions) 1,180.

THE technical journals cover a wide range of interests: medicine, education, architecture, business, law, mining, the sciences generally. These periodicals are hard to come by overseas, and readers appreciate finding them in the Agency's libraries. Appreciation of gift subscriptions sometimes goes very deep. It isn't always the relatively high price of American magazines that bars personal subscriptions. It is more often the difficulty about the dollar.

The titles mentioned were picked at random from the Agency's subscription list, but the subscriptions themselves were not made on the same basis. With its limited budget, the USIA has to consider each subscription carefully. The magazines on the list are there because the Agency considers that particular periodical of value in the overseas information program. The magazine has been given a job to do in making friends overseas for the United States, in influencing public opinion in favor of this country by giving readers a true picture of life in the United States.

ALL Communist propaganda, magazines included, has two missions. The first is to sell Communism as a way of life. The second is to discredit the United States, its objectives and policies. Why?

First, because the United States is the most powerful and determined of the anti-Communist nations. Second, because as long as the United States exists and prospers as a free nation, selling Communism will be difficult. This country is proof that freedom works, that it offers not only spiritual but material benefits far beyond those of any other political and economic system in history.

It is difficult for the average American to believe that anyone, anywhere, would accept the Communist picture of the United States. Many, to be sure, do not. But the story is dinned constantly into overseas ears.

The eagerness of people in other

(Turn to page 18)

TV Newsman Makes News By Bringing Peace to City Torn by Racial Conflict

When Ralph Renick of Miami's WTVJ-TV went to Delray Beach, Florida, to cover a touchy race row, he got his story the hard way: he personally mediated a settlement of the 41-day clash.

By GEORGE VICKERY

ANY newsman sent to Delray Beach, Florida, in July was guaranteed a good story. The town had broiled in racial conflict for forty-one days.

But making the news—and perhaps journalistic history—in four hectic days is the trick that was performed by Ralph Renick, news director of Miami's WTVJ-TV.

In a nutshell, Renick:

1. Conferred with Negroes and whites separately for four days.
2. Arranged the first official Negro-white meeting the fourth night.
3. Mediated and moderated the two sides to a signed agreement.
4. Presented the entire story twenty-four hours later in a special half-hour news show.

The mayor of Delray Beach, Mike Yargates, summed up the city's gratitude in the following statement to the *Miami Daily News*: "The situation was saved by Ralph Renick and by Ralph Renick alone. He is the only one who could have done it."

The controversy that upended Delray Beach and made the nation's headlines was basically simple: the town's Negroes wanted a decent place to swim. The effect, however, was less simple.

Besides being deep in the segregated South, Delray is a beach resort fifty miles north of Miami on the Atlantic ocean. The population of 8,500 is about 40 per cent Negro. It's a pleasant town, a bit swanky. Its economy is based on liberal offerings to tourists of sunshine and swimming.

The main bathing facilities consisted of a mile-long municipal beach and swimming pool.

For Negroes there was a promised-but-not-provided pool and a rocky and dangerous 100-foot stretch of beach. The 3,400 Negroes found room to park only a few cars in the deep

sand alongside the edge of the road.

The conflict began when a Federal Court case designed to admit Negroes to the municipal beach was dropped. It was revealed that there never was anything on the books which banned Negroes from the beach.

The first cautious band of Negro bathers was met by a mob of white men, mostly teenagers. Tempers as hot as the Florida sun flared, and a race riot was narrowly averted by the arrival of Delray policemen who broke up the gathering and sent everyone home.

To head off any future rioting, the Delray City Commission held an emergency meeting and declared the beach and pool off-limits to Negroes. In what might have been a retaliatory measure, they recanted on the promise to build a Negro pool. "Search and seizure" authorization was given to local police. Auto blockades were set up and a large assortment of guns, hatchets, clubs, machetes, and knives were impounded.

A FEW days later, the most unique development of the entire affray took place. The four-man, one-woman City Commission passed a resolution seeking legislation which would alter the Delray Beach city limits. The new boundary line would dip in just enough to exclude the entire four-square-mile Negro section.

The lines were drawn. For three weeks a shadow hovered over the town. The citizens drew into shells and would not discuss the situation. During this time interpretive reporting was the order of the day. An excellent series of explanatory articles was published by the *Miami Herald* under the byline of ace reporter Hendrik Berns.

Throughout the conflict Renick had been reporting the developments on

his evening news show. Spot news film was provided by Hank Cohen, WTVJ's film correspondent in Delray. Renick made two trips to Delray to investigate the situation and twice sent news cameramen Bob Gelberg and Keith Leslie to get sound-on-film interviews.

But Renick felt it was time for the rest of Florida to get a long, searching look at Delray Beach. He planned a special half-hour report to be presented in Class A (evening) time. On Friday morning, June 29, Renick drove to Delray to gather film and facts for the show to be called, "The Beach at Delray—Florida's Segregation Dispute."

AFTER a morning of crystallizing interviews, Renick realized that Delray was caught in a solid, sticky stalemate. Outside help was the only solution, and none had been forthcoming. Mayor Yargates, who had seen Renick cool off hot debaters on WTVJ's panel discussion program, "What's the Story?" appealed to him for help.

If not a mediator, Renick was certainly an expert moderator. A graduate of the University of Miami, he had studied at WTVJ as the first recipient of the Kaltenborn Television Fellowship. He took over as WTVJ's first news director almost seven years ago and in that time has twice won the Radio-Television News Directors Association trophy for the "nation's outstanding local TV news operation." Last year his department was tops in the nation for a local news story in the Headliners competition.

Three days after he took up the mayor's challenge, Renick looked back over a long week end. He had arranged and attended a total of fourteen meetings. He had talked with hundreds of people, both Negro and white. His film camera had been idle.

Among weapons impounded by Delray Beach police were these dangerous long-bladed knives, axes, and a rifle.





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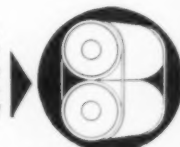
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He had talked turkey with the City Commission members, the Chamber of Commerce Board of Directors, the publisher of the town newspaper, bank presidents, realtors, the city manager, the Negro Civic League, the County Commission, the city attorney, and key businessmen.

In addition he participated in a "Chinese Auction" one night and sold a lime pie for \$7.50 with proceeds going for football uniforms for the Delray Junior High School.

RENICK'S final move, his fifteenth meeting, broke the stalemate. In a dramatic night session at City Hall, Renick sat at the end of a conference table. Lining one side were Negro civic leaders and on the other the City Commission.

With cameras and recording machines taking in the scene, Renick laid out the main issues. Several times he guided wandering speakers back to the essential topics.

An agreement was reached, typed, and signed on the spot. It called for

immediate construction of the Negro swimming pool, the dropping of the "exclusion" act, and the appointment of a five-man committee to procure a beach for Negroes as soon as is possible.

As the meeting was being adjourned, Mayor Yargates called for the cameramen to keep the film and recorders running while he made a statement:

"It is more than anyone has hoped for," the mayor said. "Ralph Renick and WTVJ have done an outstanding thing that will go down in history as a public service."

"Here's a profit-making organization that sends a man up to solve a problem that was pretty serious for a community. They came up with their equipment to record a story, and it looks like they've done something that nobody else has been able to do for the last forty-five days. Delray Beach owes Ralph Renick and Channel 4 a debt of gratitude."

THE story was telecast by WTVJ the next night. Letters, commendations, and citations have been pouring in ever since. Just recently the City Commission called a "Ralph Renick Day" in Delray Beach and presented a bronze plaque to the newsman.

Many other newsmen have "made" news while in quest of news. But there are few who have been so successful in bringing happiness, peace, and economic recovery to an entire community.

Photo Credits

Cover: United Press.

Pages 8, 9: Chicago Daily News.

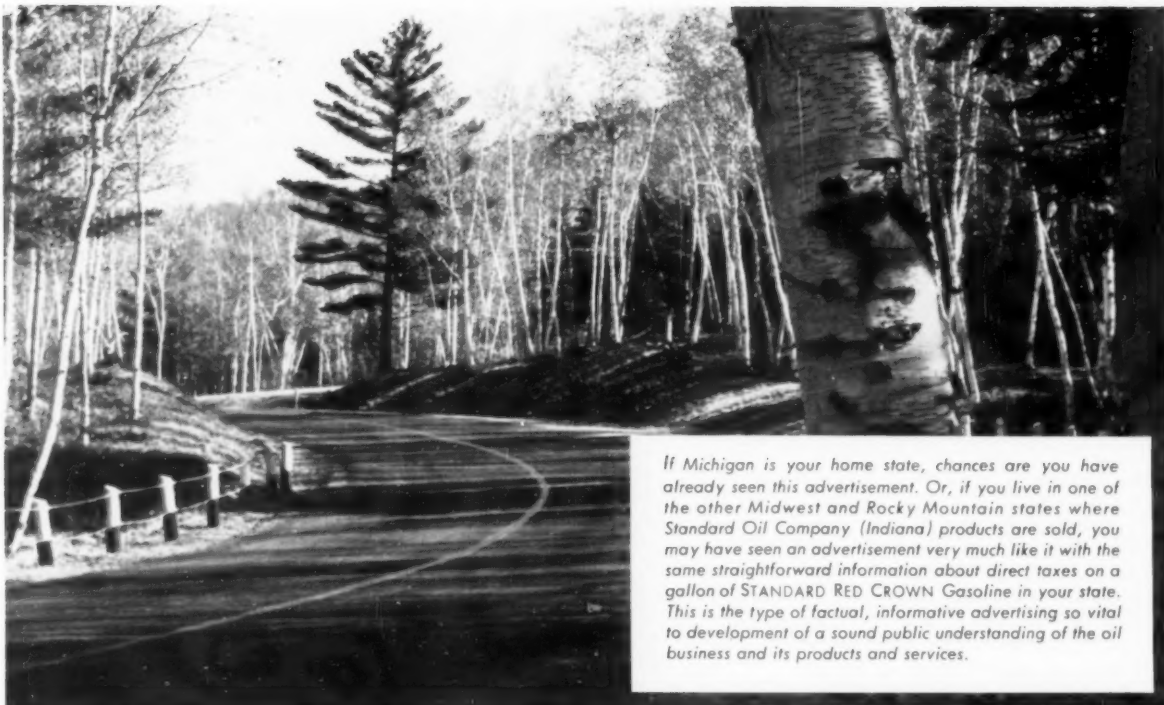
Page 10: United Press.

Pages 13, 14, 19: U. S. Information Agency.

Pages 15, 16: Hank Cohen.



Television newsman Ralph Renick (back to camera) sat at the end of the mediation table, between Negroes and whites, to help settle a racial dispute in Delray Beach, Florida. The proceedings were later telecast by WTVJ.



If Michigan is your home state, chances are you have already seen this advertisement. Or, if you live in one of the other Midwest and Rocky Mountain states where Standard Oil Company (Indiana) products are sold, you may have seen an advertisement very much like it with the same straightforward information about direct taxes on a gallon of STANDARD RED CROWN Gasoline in your state. This is the type of factual, informative advertising so vital to development of a sound public understanding of the oil business and its products and services.

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NOT everybody in Michigan. Neither is it *only* highway contractors and their crews. It is you millions of car, truck and bus owners who pay state gasoline taxes on every gallon you buy—you are building the roads of which your state is proud.

Getting your money's worth? We think so. Look at it this way. A gallon of STANDARD RED CROWN Gasoline in mid-Michigan areas, for example, typically costs you 24 1/10 cents—excluding direct taxes, of course. For that, we find oil, transport it hundreds of miles, refine it to the finest quality gasolines you can buy for your car, and deliver it to your independent Standard Dealer. And your dealer's mark-up, which must cover his costs and what he earns for serving you, is included in the same 24 1/10 cents. Pretty reasonable, isn't it?

Then add your 6-cent state gasoline tax. Your state uses this tax, all of it, for maintaining and building better, safer highways.

Uncle Sam adds 3 cents more. That's the current federal tax on gasoline in all states. Under the new Federal Highway Bill, the federal government will be spending all this money on highways, too.

Finally your state sales tax amounts to more than 8/10 of a cent per gallon. This money helps

support general governmental services, state and local.

These direct taxes you pay on gasoline total more than 9 8/10 cents a gallon

Remember, every time you pay the gasoline tax most of your money is buying better, safer roads in Michigan. And the next time you fill up at your Standard Dealer's you're getting one of the best bargains of any commodity you buy today—the highest quality, most powerful RED CROWN Gasoline we've ever made for only 24 1/10 cents per gallon, excluding taxes.

RED CROWN GASOLINE PER GALLON	24 1/10¢
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STANDARD OIL COMPANY (INDIANA)

American Magazines Help Fight Communist Propaganda Abroad

(Continued from page 14)

lands to know the truth about the United States is evinced by the popularity of American magazines in the Agency's overseas libraries. They are literally read to pieces, with long waiting lists for each new issue. The bookmobiles (sometimes they are boatmobiles) that go out from the libraries to remote areas carry supplies of magazines, and the readers stand in line to get them.

Communist magazines carry no advertisements, but American magazine ads fascinate overseas readers almost as much as the editorial matter. Readers do not expect to buy, but they feel that the advertisements give them a picture of American life as nothing else can.

It is the ads that make mail-order catalogues a "must" in all USIA libraries. Writing in the *New York Times Magazine* (134 subscriptions on the Agency's list), Frank Sullivan described the Sears, Roebuck catalogue as "an inventory that offers a comprehensive history of the folkways, customs, habits, and usages of the American people . . . the catalogue wins friends and influences people." Several Agency posts insert brief notations in their catalogues on the hours of labor an American worker puts in to buy various items.

Foreign designers go to the catalogue, and magazine ads, for new styles, clothes, tableware, household goods of all kinds. Shoe designers in India have made good use of the self-order blanks in standardizing shoe sizes. Toy ads have introduced children all over the world to new playthings. The fashion magazines have served the same purpose.

OF the Agency's 40,000 subscriptions, some 11,000 are for "presentations." They go to opinion-making organizations, schools, and institution libraries. For example, the All Burma Lawyers Association receives the *American Bar Association Journal*. *Foreign Affairs*, the *Journal of Philosophy*, and *U. S. News & World Report* go to the Icelandic National Library. The *Astrophysical Journal* has been presented to the Marine Observatory at Kobe, Japan.

The individual gift subscriptions go to persons whose opinions are forming the attitudes as well as the policies of their countries. The Kabaka of Uganda receives *Time International*.

National Geographic has been presented the Surveyor General of the Federation of Malaya; *American Heritage* to the President of Lebanon.

The Agency's subscriptions to *Farm Journal* and *Country Gentleman* are about evenly divided, 138 to the USIA libraries and 137 for "presentations." The gift subscriptions go to organizations and individuals interested in agriculture and farm life.

Also high on the presentation list are such magazines as *Foreign Affairs*, *Harper's*, and *Atlantic Monthly*.

THE Agency is anxious to see the increased circulation of American magazines overseas through normal commercial channels. The more so circulated, the fewer it needs to buy. Last year, the trade can thank the USIA for persuading the British government to raise the import quota on magazines.

Under the Informational Media Guaranty Program, the Agency has contracts with thirteen countries by which it assures American publishers dollars for material sold. Magazines constitute about 21.5 percent of this material, with the percentage higher in certain countries, notably the Philippines and Israel.

Under agreements with the Agency, overseas distributors of a number of American magazines turn unsold copies over to the nearest USIA post, returning to the publishers a signed receipt from the officer in charge instead of front covers. These magazines are presented by the Agency to schools, hospitals, veterans homes, labor-union reading rooms and other key spots.

The magazine-collection programs are another operation for distributing American magazines overseas. The Agency cooperates, but the programs are carried on under private auspices.

The USIA works with U. S. Book Exchange, Inc., with which it has a yearly contract; the Darien (Conn.) Aid Plan, and Magazines for Friendship.

Private groups and individuals interested in magazine-collection programs are referred by the Agency to one of these three groups. Overseas requests for magazines, which the Agency cannot fill, are also referred to these private groups. The groups advise on collection programs, store and screen donations, and arrange for

shipping overseas. As a rule, the USIA pays shipping costs and its overseas posts decide the destination of the shipments.

The history of these three organizations is much the same. Magazines for Friendship was organized in 1947 by Professor Albert Croissant of Occidental College in California. Professor Croissant had been much distressed over the seeming inability of so many Americans to find a way in which they, personally, could spread abroad the truth about the United States. Seeing various magazines accumulate in his own home gave Croissant the idea.

At first he tried to handle the project alone, but it was too much for him. He sounded a call for help, and the response was overwhelming. Last year, thirty-five women's clubs in California worked with him. All 650 branches of the State Federation of Women's Clubs took part in the individual mailing program, a feature of Magazines for Friendship. In one month, the Rotary Clubs of the San Fernando Valley sent thirty-three tons of magazines to Southeast Asia.

"Few Americans," says Croissant, "realize the eagerness with which practically all foreigners seek our incomparable magazines. In the entire history of Magazines for Friendship, I have never received from overseas anything but appreciative thanks. After one newspaper notice of a shipment to Madras, the USIA post wrote me the supply had been exhausted overnight. They sent me the names of 1,200 schools, libraries, and other organizations that wanted more directly."

THE Darien Book Aid Plan was the result of a conversation, also in 1947, between Mrs. Gordon Lamont and John D. Lodge, former governor of Connecticut. They had been talking of the need throughout the world of understanding of the United States, and Mrs. Lamont remarked, "Every day Americans throw away the very things that would do us most good—our magazines."

Encouraged by Lodge, she talked with a group of friends and the Darien Book Aid Plan was organized. Last year, the group sent thirty-four tons of books and magazines to sixty countries. As with Magazines for Friendship, all of the work is volunteer, with occasional cash contributions by friends to cover incidental expenses. The USIA finds the spot overseas where the magazines will be most effective.

The contribution of American magazines to the overseas information program does not end here. American

magazine publishers have made their own personal contributions in granting the Agency's International Press Service reprint rights on significant articles. Such articles are sent to the Agency's overseas posts, where they are translated and offered to foreign publications—newspapers as well as magazines—for republication.

The Agency keeps a watchful eye out for such material and it has been enormously helpful. For example, Alan Paton's articles in *Collier's* on the American Negro did a magnificent job in getting the facts on this controversial issue to readers overseas, offsetting Communist distortions of the situation. *Look* granted reprint rights on Justice Douglas's articles on Soviet colonialism in Central Asia. *U. S. News & World Report* agreed to republication overseas of Carlos Romulo's report on the Communist campaign to take over the Philippines.

FOREIGN publishers are eager to have this material, but, on their own, have difficulty in getting it. Even when the writer is willing to donate the article, the foreign publisher is not often aware of its availability.

The Agency's overseas posts themselves publish fifty-three magazines in twenty-one languages. These magazines are devoted more exclusively to themes in line with the Agency's mission than could be expected of American publications.

Several of the Agency's magazines appear in more than one language. Most of them have one English edition, as English is rapidly becoming a

second language in the majority of countries. But for those who do not speak or read English, the Agency provides an edition in their own language. *Free World*, for example, appears in English, Thai, Korean, Burmese, Chinese, Vietnamese, Cambodian, Laotian, and Malayan. It has a total circulation today of 432,500.

The Agency publishes eleven Spanish-language magazines for the Spanish-speaking areas of the world. There are USIA magazines in Arabic, Persian, Kurdish, Vietnamese, Finnish, Hebrew—the list is long, but the Agency wishes it could be longer.

A recent addition to the list is *America Illustrated*, a Russian-language magazine replacing a former periodical, *Amerika*, which was suspended in 1952 due to Soviet restrictions on distribution. The Soviet government, however, has now agreed to permit the sale in the U. S. S. R. of 50,000 copies monthly of an American magazine, and the U. S. Information Agency is taking advantage of this opportunity to make contact with the Russian people.

American publishers are partners in this enterprise, as a good percentage of the material used will be reprints from U. S. publications. *America Illustrated* will use pictures, and the hope is to make it generally more lively than its predecessor. The price, 6 rubles, is about that of Russian magazines of similar format. Since no American magazines circulate at present behind the Iron Curtain, this USIA venture is in no way competitive. The hope is that it will create

such a demand for American magazines that American publications generally will find themselves admitted.

"Curiosity in the U. S. S. R. about the United States," says Streibert, "is great. *America Illustrated* is designed to help satisfy the eagerness of the Russian people to know the truth about how Americans live, work, and play. It will portray what Americans are thinking and doing, what they are reading and saying. Art, science, industry and labor, culture and technology, work and leisure, all will be covered."

To date, the Agency's only contact with the masses of the Russian people has been its "Voice of America" radio programs. And radio will, of course, continue to be the major contact. Fifty thousand copies of a magazine in a population of nearly 200 million is only a chink in the curtain the Soviet government has drawn around its people for the past thirty-odd years. But it is a chink, and the Agency proposes making *America Illustrated* as appealing as possible.

IN addition to magazines, USIA overseas posts publish twenty-two newspapers, weeklies, biweeklies, and monthlies. They appear in fifteen languages and provide readers with news of the United States. In several areas, the Agency publishes "wall" newspapers or news posters. The most widely circulated, *World Photo Review*, appears in English, Chinese, Indonesian, Burmese, Korean, and Vietnamese. Tacked on village walls, each new edition is a signal for the people to gather to read or hear the news of the world. Even in areas where illiteracy is high, there is always someone who can read, and the crowd of listeners increases as the items bring them news of what is going on in the world. For many, this is their chief contact with the world outside their jungle or mountain village. Sometimes it is their only contact, although the U. S. Information Agency, with its daily "Wireless File" to about seventy countries, its mobile motion-picture units, its bookmobiles and its radio programs, is making that contact for them by every available communications technique.

In the battle for men's minds, no area today is unimportant. The Communists have served notice that they expect to win this struggle. It is the conviction of the Information Agency that they can win only by failure on our side to tell our story adequately. In telling that story we must use all the ideological weapons at our command. Magazines are one of those weapons.



A "wall" newspaper, published by the U. S. Information Agency, draws a crowd in Izmir, Turkey. In some remote areas, this type of poster newspaper provides the chief means of communication with the outside world.

Chicago News Cracks Scandal Through Digging, Perseverance

(Continued from page 10)

city desk. The total was certain to hit \$800,000 and might hit \$1 million, he said. It finally hit \$1.5 million.

Edwin A. Lahey, *Daily News* Washington bureau chief who had worked the political field for many years, was called in to help out. He was sent first to Springfield, then to St. Louis, where Hodge had been linked to business dealings with racketeers.

Helen Fleming went to Ft. Lauderdale and wrote a series on the Hodges' life there, their activities, and a feature on a yacht she found Hodge had bought from a hoodlum who was his silent partner in an electrical supply business.

Edmund Rooney was sent to Grand Rapids, Mich., to check on an elusive lass, Boneta Lillie, who helped Hodge spend some of the money.

Miller Davis and Henry Hanson went to Springfield to help out on fast-breaking developments, including a parade of witnesses before a hastily sworn-in special grand jury. Photographer John Puslis also was sent downstate and through the AP Photofax facilities sent back many exclusive shots.

In Chicago, Eugene V. Moran, assistant city editor, and rewriters John Justin Smith and James V. McCartney were added to the growing staff. Real estate and financial writers were added to help run down Hodge's financial manipulations, including his dealings with savings and loan associations and savings banks. Stories resulted showing Hodge issued charters for favored persons, holding up those who opposed him or his friends.

Nearly every beat man—City Hall, County Building, Federal Courthouse and Criminal Courts—was drawn in on some phase of the story. At the end, 20 reporters, rewriters, and desk men were assigned to the case.

STAFF writer Jack Willner went to southern Illinois on the hoodlum tie-in with Hodge. On a tip from a downstate newspaperman, he searched old records in Edwardsville, in Madison County. Willner busted the myth of Hodge, the millionaire. Through mortgage records, he proved Hodge had never been out of debt for at least eleven years. Hodge at one time had mortgages outstanding against him totaling \$643,000.

In Springfield, investigators found

thousands of checks, invoices, and bills missing from the auditor's office. Through the state treasurer's micro-film records, more and more forged checks were found. Finally, on one, a faint bank stamp disclosed some of the checks had been cashed at the Southmoor bank, which held two of Hodge's mortgages. Bank president there was Edward A. Hintz, long-time fight fan, Illinois boxing judge, and personal friend of Hodge.

Hintz admitted cashing six state checks, made out to various firms, for Hodge's top assistant, Edward A. Epping. The six checks totaled \$80,000. Epping took some money and left the balance which went into a special account for Hodge.

THIS account was unique in banking history in Illinois. Briefly, Hodge would issue checks to persons or firms doing business with the state, but who had already been paid for any services done. Epping took the duplicate checks to the bank, flying from Springfield in one of Hodge's private planes. Sometimes, if he was in a hurry, a bank clerk would meet him at the airport, give him the cash, and accept the checks for deposit. Other times Epping went to the bank in person.

The special account, it developed, consisted solely of a brown manila envelope containing the cash Epping had not taken with him. Hodge issued personal checks against this envelope-account, as he did not have an account at the bank. As the money was paid out of the envelope, the personal checks were put in place of the money. Banker Hintz explained he had to balance the books of this special account in that way.

Finally Hintz admitted forty-six checks totaling \$643,000 had been cashed in this way. Hodge personally forged ten. When fifteen totaling \$180,000 were brought in unsigned, Hintz's secretary "endorsed" them on her typewriter. Hintz explained that as far as he knew this was "normal procedure" for firms dealing with state officials. He said he thought this was the way officials got their graft.

"I was dumb—but I was honest," said this banker, explaining that he, personally, got none of the money.

Hintz quit the bank. Epping was fired. A run developed on the bank.

Hintz, Hodge, and Epping were in-

dicted by a federal grand jury on fifty-four counts of misapplication of funds in a federally insured bank. Hodge and Epping face forty-six additional state indictments, with a total of 276 counts, for embezzlement of state funds, forgery, and other charges.

Epping told the grand jury of a midnight raid on the auditor's office in June. Six cartons of files were spirited to Hodge's summer home and have never been found.

"Hodge said he didn't want George Thiem to see those records," Epping explained. He says he didn't get any of the money, and was "just a \$1,000-a-month messenger boy for Hodge."

U. S. District Attorney Robert Ticken disclosed Hodge had milked a special \$862,000 trust fund in his care. Hodge used the money for private investments and at one time it was down to a balance of \$32,000.

For some unexplained reason, on July 5 and 6, the day he was shown the *Daily News* story of the scandal and the following day, Hodge paid back \$528,880.28 into the account. The question of where he got the money to repay was solved when it was disclosed Hodge was majority stockholder in a bank he had closed soon after taking office. After seven weeks he allowed it to reopen and held his stock through an attorney who acted as dummy agent.

CHAIRMAN of this bank, in Elmwood Park, is Dwight H. Green, the same Green who was governor when Thiem won his Pulitzer Prize for finding newspaper payrollers on Green's staff.

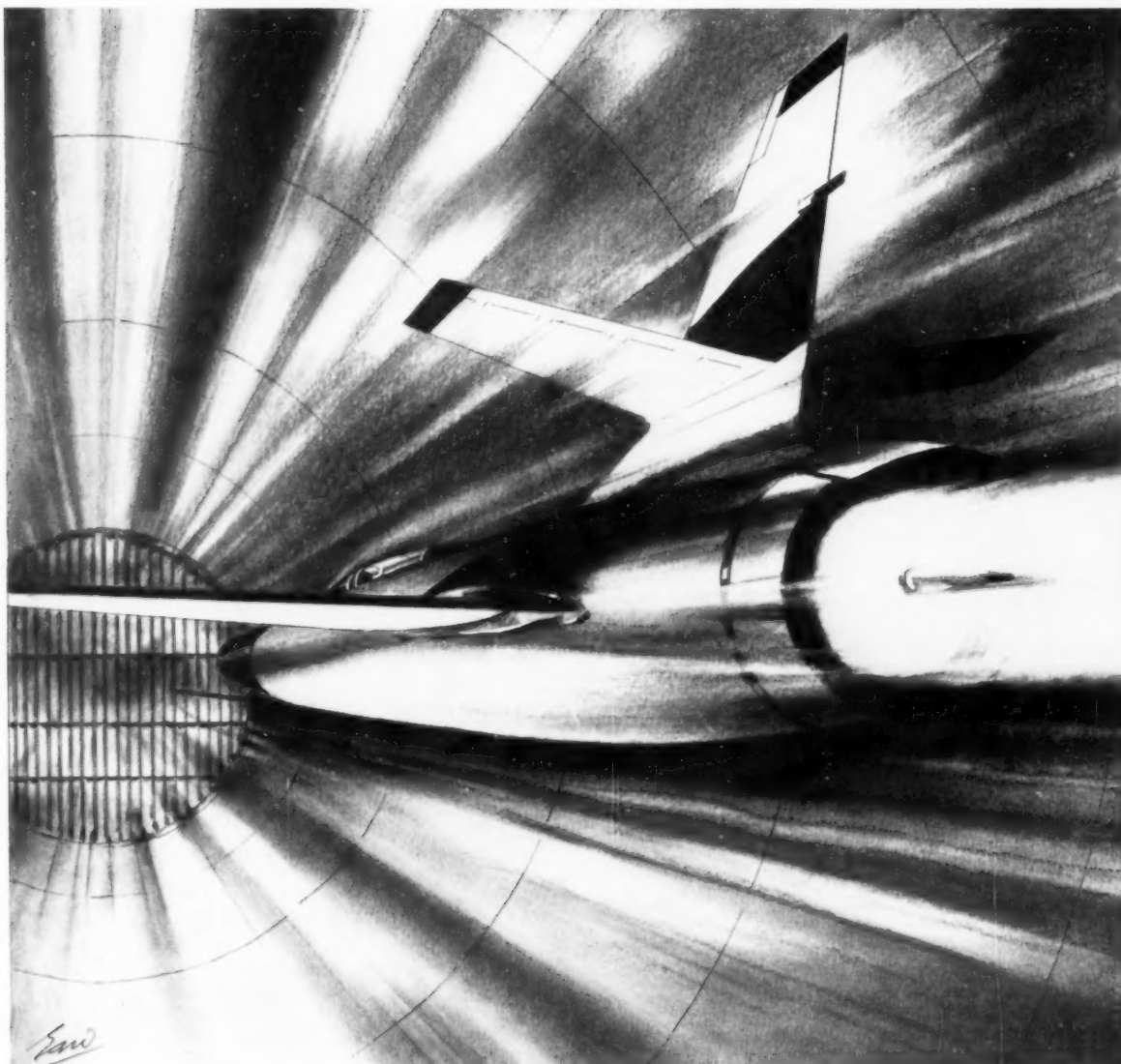
Then it was learned that the present head of the Elmwood Park bank is John H. Russell, the FDIC attorney who handled the reorganization under Hodge. In Washington, an FDIC official said this was the first time anywhere in the country that an FDIC attorney headed a bank he helped reorganize. He said Russell's actions were "embarrassing" to the FDIC.

There are now fourteen separate county, state, and federal investigations, including the FHA, FBI, FDIC, U. S. Senate, two federal grand juries, the Illinois Legislature, and county grand juries in Chicago and Springfield.

On Aug. 13, Hodge pleaded guilty to 329 charges of forgery, embezzlement, confidence game and conspiracy to defraud the state in a dramatic appearance before Circuit Judge Clem Smith in Springfield.

That night assistant city editor

(Turn to page 22)



Tunnel to Outer Space

World's most powerful wind tunnel, lashing tomorrow's spacecraft with winds many times the speed of sound . . .

World's largest outdoor turbine, producing electricity for Atomic Energy Works at Paducah, Kentucky . . .

World's most completely automated plant, manufacturing automobile engines . . .

First successful diamond-making machine, with pressures up to 1,500,000 pounds per square inch . . .

These new challenges to man's lubrication know-how

all have this one thing in common, SOCONY MOBIL's *master touch in oil*. It guards one of every six industrial wheels turning in the Free World, including more than half of all the big turbines (5,000 kilowatts and over).

Good reason! Men who depend on machinery depend on SOCONY MOBIL as a partner in its protection.

★ ★ ★

Wherever there's progress in motion—in your car, your plane, your farm, your factory, your boat, your home—you, too, can look to the leader for lubrication.



SOCONY MOBIL OIL COMPANY, INC.

LEADER IN LUBRICATION FOR 90 YEARS

Publishing a Small Town Daily Is Rewarding But Rugged Work

(Continued from page 12)

Health officials said the most costly and most important part of the program was the filtration plant. They said they would delay—but not cancel—their request for a covered reservoir. The citizens' committee handed this ultimatum to the city. The council voted the filtration plant which went into operation this summer. The fight was over.

It took some time to pick up the pieces. Our advertising was below normal for several months. But since the episode, the *Herald-News* has had greater acceptance by the community and has been in a stronger position to resist the many and varied pressures that beset a small town daily.

A military unit recently dumped ammunition in the river. Youngsters found the bullets and played with them. The commander, though conceding the accuracy of the story, felt the publication impugned the honor of the unit. He threatened to have every member cancel his subscription.

A car dealer has removed his classified advertising because the newspaper disclosed incidentally in a story that he was not the principal owner of the agency he operated.

WHAT people try to get in is just as bad as what they try to keep out. The bane of the newsroom is local organizations anxious to build prize-winning scrapbooks.

All these pressures, if accepted, tend to make small town newspapers mediocre. There are several ways to combat them. The *Herald-News* prints all court judgments and vital statistics so that prominent citizens will have no argument when they get into trouble. Except in unusual circumstances, a police court case is seldom played higher than the police court column.

Our rule is that all qualified news stories must be printed in the *Herald-News*. Compromise can be made on location, but not with the fact of publication. Some stories are withheld when in the judgment of the newspaper the welfare of the community is involved. Durango is now negotiating with a builder for a badly needed major housing development. Land acquisition is a vital part of the deal. Should we publish the story, prices might skyrocket.

But the moment the council takes any official action or public records, such as deeds are filed, the story will

promptly appear. We cannot hold back any story that becomes a matter of public record or official action. Nowadays the *Herald-News* is finding ways of getting unpleasant stories into the paper without creating too much of a tempest. But small dailies, especially those operated by newcomers, will probably have to have at least one major fight, such as the water fight, to establish their independence.

Courage is necessary. It is unpleasant to be snubbed by half the people you see every day. Gossip can be

cruel and vicious. Adequate financial resources are desirable. It is all very well to say the newspaper will be better off in the long run by standing firm. This is true.

Yet the short term can be mighty serious for the publisher operating on a slim margin. He needs all the revenue he can get.

He is forced to move towards metropolitan salaries if he is to obtain the competent type of young, vigorous personnel needed to put out a lively, influential home town newspaper.

A small town daily is an absorbing job. Once the paper has won reader confidence, it can play an important role in community development. But purchasing a small town newspaper is no way to slip into easy, comfortable retirement.

Chicago News Cracks Scandal Through Digging, Perseverance

(Continued from page 20)

Fisher had a heart attack. The following day Johnson Kanady, Chicago *Tribune* reporter in Springfield, who had been on the Hodge case since the beginning, also suffered a heart attack. They are both still hospitalized but are expected to recover.

On Aug. 15, Hodge was brought to Chicago to appear on the federal charges. Federal Judge John P. Barnes sentenced Hodge to 20 years imprisonment, but agreed to drop 10 years of the sentence if Hodge makes full restitution. Hodge has turned over all of his property to the state and it is now being liquidated.

Today, the man who might have been governor of Illinois in 1960 is behind bars in the state penitentiary.

THE case is not over yet. The Senate banking committee has uncovered much more evidence of peculiarities and plans to hold public hearings on the case when its investigations are complete.

State's Attorney Coutrakon is seeking indictments against others. Many more persons are involved, he says.

"The jail wouldn't be big enough to hold everybody in this case," he commented. "But I'm not after the small fry. Just the big brass."

One of the tragic aftermaths of the scandal was the suicide of H. Kendall Olds, Hodge's press agent. Olds committed suicide July 31, when he learned Hodge had "used" him in cashing a fraudulent \$3,175 check.

Olds was a former *United Press* and *Springfield* reporter. His death shocked Hodge so much that he couldn't attend the inquest.

Hodge was reconciled, almost anxious, about prison. "I must have been crazy," he told Governor Stratton.

HODGE says he took the state money for campaign funds because he "wasn't like other office holders and didn't demand kickbacks from workers." He said his campaign would have cost \$200,000. The auditor's annual salary is \$17,000.

Other money went for investments (they turned out badly, he says) and some went for his high-living expenses. Household bills of more than \$17,500 were paid by the state. The Drake hotel in Chicago got \$35,000. Special furniture, such as a \$250 card table for his Drake suite, ate up more money. The state also paid for his airplanes, his whisky, his beer, shaving lotion, food, television sets, and even the beauty parlor tabs for his women.

Governor Stratton at a recent press conference praised reporter Thiem for his tireless work on the case.

"Thiem is good for Illinois," Stratton said. He also disclosed that some voter had wired him, suggesting Thiem be named auditor in place of Hodge.

"That's nice," said Thiem later, when told of this.

"But I'd rather be a reporter."

Sigma Delta Chi NEWS

Eyes Turn Toward Louisville Convention

By Donald B. Towles

More than 500 Sigma Delta Chi members are expected in Louisville for the annual national convention beginning November 28.

The four-day meeting, being held in Kentucky's number one city for the first time, will include nationally prominent speakers, forums for professionals and undergraduates alike, and a variety of entertainment and tours.

The convention committee is headed by Barry Bingham, president, and Neil Dalton, public relations director, of the *Courier-Journal*, the *Louisville Times*, and *WHAS, Inc.* The Louisville Professional and the University of Kentucky and Indiana University chapters, of Sigma Delta Chi will serve as convention hosts.

Registration will begin in the Brown Hotel on Wednesday, November 28, and will be followed by afternoon tours through the facilities of the *Courier-Journal*, the *Louisville Times* and *WHAS* radio and television station. The organization moved into a new \$7,000,000 building in 1948. A reception and buffet will conclude the opening day.

Sessions will open Thursday morning with the president's address and officers' and committees' reports. Organization of credentials, resolutions, nominating, sergeant-at-arms, and constitution and by-laws committees will take place shortly before lunch. Forums will be held for professionals and undergraduates Thursday afternoon.

A reception will precede Thursday night's dinner, at which the Beckman Chapter Efficiency Award and the Hogate Professional Achievement Award will be presented.

Breakfasts will be held Friday morning for chapter advisers and past presidents. Morning forums will be conducted, along with meetings of undergraduates and professional chapter members.

A tour is planned Friday afternoon. Honor awards to professional chapters will be made at the annual banquet that night.

Saturday will be highlighted by the installation of new officers and an afternoon tour of Bluegrass horse farms near Lexington. Busses will leave Louisville for the 80 mile trip around noon and will proceed to Spendthrift Farm, owned by Leslie Combs, who headed the syndicate that purchased Nashua for \$1,251,200. Visitors will see Kentucky Derby winner Jet Pilot at Spendthrift.

Faraway Farm, where Man o' War is
(Continued on page 24)

Past President Charles C. Clayton Appointed Editor of The QUILL

Charles C. Clayton, national president of Sigma Delta Chi, Professional Journalistic Fraternity in 1951-52, has been named editor of *THE QUILL*. The announcement was made by national president, Mason Rossiter Smith, chairman of *THE QUILL* publication board. Clayton succeeds Carl R. Kesler, who served as editor from 1944 until his death on July 2.

Smith, editor and publisher of the *Gouverneur (N. Y.) Tribune-Press*, said the appointment was effective August 1. "In securing Mr. Clayton for this important post," Smith's announcement said, "we feel we have obtained an

editor with a distinguished record who can continue the high standards which have made *THE QUILL* a leading forum for discussion of journalistic problems and an outstanding journal in its field."

Clayton, who had been serving as a member of the publication board, resigned from that position upon his appointment and has been succeeded by Sol Taishoff, of Washington, D. C., national vice-president in charge of professional chapter affairs and editor and publisher of *Broadcasting-Telecasting* magazine.

The new editor of *THE QUILL* brings to the post a background of more than 30 years of active newspaper experience. He is now visiting professor of journalism at Southern Illinois University, Carbondale, Ill. Born in Nebraska, he worked for the Lincoln (Neb.) *Star* while attending high school and the University of Nebraska. He was graduated from the School of Journalism of the University of Missouri in 1925 and joined the staff of the St. Louis *Globe-Democrat*. On that newspaper he served as a reporter, assistant city editor, literary editor, city editor, editorial writer and assistant to the publisher. He came to Southern Illinois University last December 1.

During his years in St. Louis he served as a lecturer in journalism at Washington University, Webster College and Lindenwood College and was for five years a lecturer in extension courses of the University of Missouri School of Journalism.

He is the author of a textbook, "Newspaper Reporting Today" and of articles in national magazines. In 1952 the University of Missouri conferred on him a medal for "distinguished service to journalism." In 1934-35 he served as president of the University of Missouri School of Journalism Alumni Association and as a member of the Board of Trustees of the Walter Williams Foundation in journalism. He is listed in *Who's Who in America*.

Initiated into Sigma Delta Chi at the University of Missouri, he served as president
(Continued on page 24)



Charles C. Clayton

Forty-one Outstanding Male Grads Honored

Citations for achievement, presented annually by Sigma Delta Chi, have been awarded this year to 41 graduates in journalism who were selected as outstanding in their classes at colleges and universities where the Fraternity has chapters.

The selections are made on the basis of character, scholarship in all college work, and competence to perform journalistic tasks. The decision in each case is made by a committee composed of student, faculty and Professional members of the society.

The purpose of the citations, which are not restricted to members of Sigma
(Continued on page 27)

Clayton

(Continued from page 23)

ident of the St. Louis Professional Chapter from 1946 to 1950. In 1947 he was elected to the National Executive Council of Sigma Delta Chi and served on it until he retired as chairman in 1953.

During his service to the Fraternity he has headed many of its committees and served in the following offices: secretary 1948-49, vice president in charge of expansion 1949-50, vice president in charge of professional chapter affairs 1950-51, national president 1951-52. He is currently chairman of the Sigma Delta Chi 50th Anniversary Program committee making plans for the golden jubilee in 1959.

Kesler, who was for many years a member of the staff of the *Chicago Daily News*, and in later years an editorial writer for that newspaper, died at his desk of a heart attack a few minutes after completing the lead editorial for the next day.

Convention

(Continued from page 23)

buried, will be another stop during the tour. Principal attraction here is the statue marking the grave of the famous thoroughbred, who was defeated only once during his racing career. Other famous horse farms will be pointed out during the afternoon.

A Southern dinner with all the trimmings is in store for Saturday night before the group returns to Louisville.

Registration this year will be as follows:

Pre-registration, \$22.50; at convention, \$25.



Man o' War statue marks the famous thoroughbred's grave at Faraway Farm near Lexington, Ky., about 79 miles from Louisville. The special Sigma Delta Chi convention tour will visit this site on Saturday afternoon. "Big Red," who lost only one race in 21 starts, died in 1947.

Personals

About Members

Stewart S. Howe, vice president, Illinois Institute of Technology, Chicago, was elected to head the new national organization of college and university administrators who are in charge of development of their respective institutions at the recent national convention of the American College Public Relations association held in White Sulphur Springs, W. Va.

John E. Drewry, Dean of the Henry W. Grady school of journalism, University of Georgia, has been named national vice-president of Kappa Tau Alpha, journalism scholarship society, and took office July 1, according to President **Wesley H. Maurer** of the journalism division of the University of Michigan. **Quintus Wilson**, University of Utah, Salt Lake City, will be the new president and **James W. Markham**, Pennsylvania State University, secretary. Sigma Delta Chi Fellow, **Frank Luther Mott**, dean emeritus of University of Missouri's School of Journalism, was re-elected treasurer and chief of the central office.

Gene Robbins assumed the duties of manager of the Houston Chamber of Commerce agriculture department July 1. Robbins joined the chamber staff in December, 1950, as assistant manager of the agriculture department. He left briefly in 1952 to become executive secretary of the Texas Rice Promotion Association. He was made manager of the information department in June, 1952, holding that position until the present time. A graduate of Texas A & M College in agricultural education, Robbins is a former assistant county agricultural agent. He also served as assistant radio editor of the Texas Extension Service, participating in the Texas Farm and Home Program and the Texas A & M Review, radio programs carried on statewide networks.

George Vickery has been named WTVJ (TV) publicity director. Vickery will retain his year-old title of public service director, in addition to assisting Burt Toppan, WTVJ promotion manager and public relations director.

Alfred J. Ball, publisher and editor of the *Woodhaven* (N. Y.) *Leader-Observer*, was elected president at the 71st annual convention of the National Editorial Association. He is also past president of the New York Press Association and the Long Island Publishers' Association. Mr. Ball is vice-president of the Richmond Hill Savings Bank, Richmond Hill, N. Y. and is a member of the board of directors of the Nassau Savings and Loan Association, Brooklyn, N. Y.

Lee Pitt, aviation editor for the Los Angeles *Mirror-News*, has been awarded the *Invention Industry Association's* "extraordinary merit" award for his "spirit of journalistic tradition in reporting the Charles Edward Taylor story." Taylor, builder of the first successful airplane engine that powered the Wright Brothers to fame in their historic Kitty Hawk flight, was found by Pitt in the public ward of a hospital, penniless, ill and homeless. In an exclusive front-page story, Pitt called the nation's attention to Taylor's plight and brought world-wide recognition to his great aviation achievement.

William J. Cary Jr. and Mrs. Elizabeth Stone, both of Orange, Calif., have purchased the Fallon (Nev.) *Eagle*, one of two weekly newspapers in the Churchill county seat. Cary is a graduate of the University of Missouri school of journalism and Northwestern University and was formerly associated with papers in New Hampshire, Missouri, Idaho and Washington before joining the staff of the Orange newspaper two years ago.

John Denson, who joined *Newsweek* in 1952, has been appointed to the newly-created post of editor. Denson has been successively associate editor, managing editor, and editorial director. He has had a varied career in journalism, covering newspapers, magazines, radio and television. He is vice president of the New York City Professional Chapter of Sigma Delta Chi.



John Denson

Ted Hallock, director public affairs department, J. Henry Heiser & Co., west coast investment managers, has completed a six-week trip to Russia gathering information. He is a member of the Portland Professional chapter of Sigma Delta Chi.

Barton Johns, University of Florida graduate in journalism, has joined Frank Cowles Jr., advertising and public relations, Tampa, Florida. He previously was educational director for the Florida State Alcoholic Rehabilitation Program, and information assistant to Frank Pace Jr., Secretary of the Army during the Korean war. He is affiliated with the Florida West Coast Professional chapter.

Jerome C. Isham is the new manager of the public relations department at Seiberling Rubber Co., Akron, Ohio. He has served as a writer in the public relations department and as editor of the company's employee publication since graduation from Ohio State University in 1954.

Harry M. Carroll, 1954 graduate of Pennsylvania State University, was recently promoted to specialist third class while serving with the Southern Area Command in Munich, Germany. He is sports editor of the *SACom Scene*.

S. J. Weissberger, assistant public relations director for the International Textbook Company, was appointed director of public relations for the I.T.C. and its division, International Correspondence Schools, the world's oldest and largest private home-study institution. Prior to joining the textbook company in 1954, Mr. Weissberger was associated with the public relations department of the State University of New York College of Forestry at Syracuse. He is a graduate of the Syracuse University graduate school of journalism where he received his M.A. degree in 1952. I.T.C.'s new director of public relations is affiliated with the Central Pennsylvania Professional chapter.



Jerome Isham

Sigma Delta Chi NEWS

The Sigma Delta Chi NEWS is published monthly by Sigma Delta Chi, Professional Journalistic Fraternity. Contributions should be addressed to the Editor of the Sigma Delta Chi NEWS, 35 East Wacker Drive, Chicago 1, Illinois. Do not address it to THE QUILL. This only delays it.

September 1956

No. 48

It Makes Sense to Us

We recently ran across a memorandum which was prepared for the board of directors of the Texas Sigma Delta Chi Association. One section of it interested us so much that we felt the general membership should be let in on it. With permission of A. Pat Daniels, then association president and author of the memo, we reprint it here.

It appears to many observers that the organization which does the most—or at least gets credit for doing the most—is the one which is most public relations (or publicity!) minded.

Heaven knows, no organization has a better chance to promote itself than Sigma Delta Chi. Those Greek letters, rather than being something mysterious and of an unknown tongue to the average American, could become household bywords meaning "Professional Journalistic Fraternity" to every living man, woman, child and Boy Scout if members themselves become aware of the fact and decide to do something about it.

We don't mean merely that the organization's activities should be publicized in every city and hamlet in the land—which, admittedly, they should. But as individual citizens, members of Sigma Delta Chi get into a lot of activities. Those activities are publicized either by themselves or fellow members.

It would take very little time and trouble, each time any sort of biographical material is published about a good brother, to add the sentence, "He is a member of Sigma Delta Chi, Professional Journalistic Fraternity."

Let's quit hiding that lamp of truth beneath a barrel.

In the immortal words of a Houston city councilman, striving hard to devise a slogan for a rabble-rousing civic club: "What have you did?"

Obituaries

SAMUEL A. O'NEAL (WDC-Pr-'45), former Washington correspondent for the Chicago (Ill.) Sun and the St. Louis (Mo.) Star-Times, died June 17, 1956.

THOMAS C. TAYLOR (McS-'56), died May 19, 1956 after a long illness.

LESLIE N. HILDEBRAND (IaS-'14), died suddenly July 15, 1956.

STANLEY M. KIEFER (SoCf-'53).

ROBERT DEAN SPEERS (StU-'30), July 20, 1956.

PAUL TEETOR (NU-Pr-'38).

EDWARD H. MORRISSEY (Ill-'15).

THE QUILL for September, 1956

From Our Readers

When the Sigma Delta Chi NEWS recently advertised for the current addresses of "lost" members, Robert W. Brown, editor of the Columbus (Ga.) Ledger sent us the following interesting information about Carroll E. Lisby.

Carroll was stricken in late October with polio and by-lined a series of six articles entitled "I Was Struck Down by Polio" for release the week prior to the annual March of Dimes in February. These he dictated.

We syndicated the articles for him. The Hardale Syndicate of New York City offered to advertise and distribute them, without cost.

The articles appeared in more than 100 newspapers in the United States, Canada, and Hawaii. There was no charge, the syndication was undertaken as a public service. But newspapers using them were told that Carroll could use whatever contribution they cared to make to him. He netted close to \$1,000.

He was one of those rare fellows who happened to have a polio insurance policy when stricken. And so with that, the syndication income and the fact that we have kept him on full pay, leaves him as comfortable as a polio victim can be, financially.

Meantime, on May 22, Mrs. Lisby gave birth to a son—their second son and third child.

We expect Carroll back on the job, transferring from city staff to copydesk, about mid August.

Personals

About Members

George J. Schulte Jr. has been appointed director of the National LP-Gas Council, with headquarters in Chicago. Schulte, joined the council in 1950 as assistant director. Previously he was public relations director of Ruthrauff and Ryan, Chicago advertising agency. He is a graduate of the University of Missouri school of journalism.



George Schulte Jr.

Lt. Hermann H.

Kock Jr. is assigned to the 16th regiment's Headquarters Company, Fort Riley, Kansas. Before entering the army he was employed by the Sioux County Capitol, Orange City, Iowa. He is a 1955 graduate of the State University of Iowa.

Al Alschuler, following his recent marriage to Joy Van Wye of Cedarhurst, Long Island, reported as an information services officer to the Air Force with assignment in Japan. He was formerly employed by the General Electric Company in Schenectady, N. Y.

Lt. Sam Kuczun, 1954 graduate of the Boston University, is on active duty with the Army as asst. public information officer of the 8th Infantry division, Ft. Carson, Colo. He was formerly a reporter on the Newburyport (Mass.) Daily News.



"It's the editor—he says, 'stop the presses!'"

Chapter Activities



Courier-Journal Photo

First Annual Award Winners of competition sponsored by Louisville Professional chapter examine their plaques. They are from left, Norman Isaacs, managing editor of the Louisville Times; Mrs. Margaret Morgan, photographer-reporter for the Owensboro Messenger and Inquirer, and Eugene D. Keith, staff writer on the Louisville Times. Second from right is Prof. Wesley H. Maurer, head of the University of Michigan's department of journalism who addressed the chapter.

LOUISVILLE—Two of three awards for outstanding journalism in 1955, presented by the Louisville Professional chapter of Sigma Delta Chi, were won by staff members of The Louisville Times. An award for the best enterprise reporting went to Eugene D. Keith, staff writer. Norman E. Isaacs, The Times' managing editor, won his award for "work above and beyond the requirements of his job and reflecting credit upon the profession of journalism." Mrs. Margaret Morgan, photographer-reporter for the Owensboro, Ky., Messenger and Inquirer, received the award for the best photographic work of the year. The competition covered daily newspapers, radio and television in Kentucky and Southern Indiana. Keith's award was for a series of five articles on the plight and problems of Louisville's General Hospital. Mrs. Morgan won with a four-picture sequence of a small boy and a flock of turkeys. Isaacs' award was for "his aggressive efforts for higher ethics in journalism and his unrelenting fight for freedom of information." The awards, the first given by the chapter, are to be made annually. The speaker at the dinner at the Sheraton-Seelbach Hotel was Wesley H. Maurer, head of the department of journalism at the University of Michigan. There are ten job offers for each student graduating in journalism, Maurer said, and few of the better students are looking to journalism as a career. He said the latter condition results from the fact that many students have the impression that journalism as a profession is overcrowded and underpaid; that science and industry offer greater inducements than journalism, and many journalism graduates turn to public relations work in institutions, organizations, government and industry because they pay better than newspapers. Newspapermen should be trained as specialists, he said,

and they should be as well qualified for their positions as those who go into medicine, the law and other professions. Maurer described several training plans which the University of Michigan is working out with various newspapers. A group of seven students from the school has taken over the operation of two Michigan weekly papers for the summer months. They will handle every phase of the work except the printing. The school has an "internship program" under which students learn the art of newspapering "on the job." Newspapers which are cooperating in this program, he said, include the Courier-Journal, the Indianapolis News, the St. Louis Post-Dispatch, the Cleveland News, the Trenton, N. J., Times, the Detroit Free Press and the Detroit Times.—Albert C. Allen

ST. LOUIS-SOUTHERN ILLINOIS—The United States Supreme Court is the most misunderstood and worst reported institution in the nation, Luther Huston, Supreme Court reporter for the New York Times, told members of the St. Louis and Southern Illinois Professional chapters at a dinner meeting July 19 at Southern Illinois University, Carbondale, Ill. Huston defended the Court as a "citadel of liberty" which deserves greater understanding and support for the role it has played in preserving freedom in the United States. Huston was among three past national SDX presidents who attended the meeting. Others were Irving Dilliard, editor of the St. Louis Post-Dispatch editorial page, and Charles C. Clayton, lecturer in the Southern Illinois University journalism department. Special guests among the 100 persons present were editors attending a National Conference of Weekly Newspaper Editors held each summer at the University.—Ray Rowland



S.I.U. Photo Ser.

Three past national presidents of Sigma Delta Chi, professional journalism fraternity, met July 19 at a banquet at Southern Illinois University. Nearly 100 persons attended the joint meeting of the St. Louis and Southern Illinois Professional SDX chapters. The past presidents are Irving Dilliard, left, editor of the St. Louis Post-Dispatch editorial page; Luther Huston, Supreme Court reporter for the New York Times; and Charles C. Clayton, lecturer in the SIU journalism department. Huston spoke on "The Supreme Court Under Fire." Special guests were editors attending a National Conference of Weekly Newspaper Editors at the University.

Vice President in Charge of Professional Chapter Affairs
Sol Talshoff, Editor and Publisher
Broadcasting-Telecasting
1735 De Sales Street at Connecticut
Washington 6, D. C.

Chairman, Professional Chapter Program Committee
A. Pat Daniels, Public Service Director
Alvin State Bank
Alvin, Texas

Vice President in Charge of Undergraduate Chapter Affairs
Prof. Dale R. Spencer
School of Journalism
University of Missouri
Columbia, Missouri

Chairman, Undergraduate Chapter Program Committee
Prof. Oscar Abel
Dept. of Printing and Journalism
South Dakota State College
Brookings, South Dakota

Personals

About Members

Arland R. Meade has been named managing editor of the *Eastern States Co-operator*, published by the Eastern States Farmers' Exchange, West Springfield, Mass. The *Co-operator* is a monthly free distribution magazine with a circulation of 135,000 in nine states. During the years 1952-56 it was judged the best cooperative membership magazine in



Arland Meade

the United States. Although born and reared in Maine, Meade came to Eastern States from Arizona where he has been Agricultural Experiment Station editor, at the University of Arizona, Tucson. He graduated from the University of Maine in 1938 and got his master's degree from the University of Wisconsin in 1947.

Arnold Ismach, formerly telegraph editor of the *Walla Walla* (Wash.) *Union-Bulletin*, has accepted a position with the *San Bernardino* (Calif.) *Sun*.

Ira W. Cole, 32, assistant to the director of the school of journalism and communications at the University of Illinois, moved to University Park, Pa., on August 1 to become director of the new school of journalism at the Pennsylvania State University. Cole received his bachelor of science degree at Illinois in 1948 following military service and was appointed assistant director of the University of Illinois' School of Journalism, and completed his degree work, receiving his B.S. with honors the same year. He left again in 1951 to become a public information

When sending personals to the *Sigma Delta Chi NEWS* be sure to identify yourself as a member of Sigma Delta Chi. Only releases bearing this information can be used.

specialist at the U.N. Command Headquarters in Tokyo. Cole returned to Illinois in 1952 via Chicago, where he served for six months as a Fifth Army public relations officer.

Graham Hovey, 40, associate professor of journalism at University of Wisconsin, has joined the editorial page staff of the *Minneapolis Star and Tribune*, **Wilbur Elston**, editor of the editorial pages, announced. Hovey is a native of Cedar Falls, Iowa, where he was graduated from high school and attended Iowa State Teachers College. He took his



Graham Hovey

B.A. in journalism from the University of Minnesota in 1938 and was assistant city editor of the *Minnesota Daily*.

After two years on the *Waterloo* (Iowa) *Daily Courier*, Hovey joined the staff of *International News Service* in Detroit, Mich., in 1940. Subsequently he worked for *INS* in the Kansas City, Mo.; Dallas, Texas; Tulsa, Okla.; Chicago and New York bureaus. He was assigned to the African theater of World War II in the spring of 1942 and covered both fighting and politics for two and a half years in Africa, Italy and France.

In November 1944 he joined the Washington bureau of *Associated Press*, specializing in coverage of the state department and diplomatic news. He was an assistant editor of *New Republic* magazine in 1946-47. He became a lecturer in journalism at University of Minnesota in 1947. He resigned in 1949 to join the journalism staff of University of Wisconsin. He became an associate professor in 1953, after completing his M.A. in political science at Minnesota. From 1953 to 1955 he took leave from Wisconsin to serve as representative in Italy for National Assn. of Educational Broadcasters.

Lt. Sidney G. Singer, 1955 graduate of the University of Texas, is stationed at Fort Gordon, Ga., where he recently completed the military police office basic course at the Provost Marshal General's School.

Forty-One Grads

(Continued from page 23)

Delta Chi, is to foster high standards and encourage broad and thorough preparation by students intending to follow journalism as a career.

The men receiving the distinction this year are: Jim Roberson, Baylor University; Theodore R. Robitaille, Boston University; William E. Davis, Butler University; Robert Keith Alexander, University of Colorado; Gene Saylor, Drake University; Clarence H. Jones, Jr., University of Florida; Joseph Carrol Dadisman, University of Georgia; Gary Laurin Pietsch, University of Idaho; John A. Cleary, Jr., University of Illinois;

Vance E. Clark, Indiana University; Ira Kapenstein, State University of Iowa; Robert Campbell, Iowa State College; Jerry W. Knudson, University of Kansas; William Lee Ruggels, Kansas State College; Thomas C. Litwiler, Kent State University; Myron Jude Tassin, Louisiana State University; George Lardner, Jr., Marquette University;

Robert Francis Jones, University of Michigan; Mark Morgan Garbarini, Michigan State University; Harlan G. Fruegel, University of Minnesota; William Lee Porter, University of Missouri; Scott Leedham, Montana State University; Robert Chatten, University of New Mexico; Charles K. Fisher, University of North Dakota; William Abegg Schaeffler, Northwestern University; James Eugene Thorn, Ohio University; Ronald Harvey Bailey, Ohio State University; Lewis Leroy Ferguson, University of Oklahoma; Louie Geiser, Oklahoma A&M College; Joseph C. Rigert, University of Oregon;

Tamison Hampton Moore, Oregon State College; Norman C. Miller, Jr., Pennsylvania State University; Robert Leslie Johnson, San Jose State College; Paul Wasserman, University of Southern California; Walter A. Phillips, South Dakota State College; Carlton F. Wilson, Southern Methodist University; William H. Dean, Jr., Temple University; Neil Lawrence McReynolds, University of Washington; John K. Jennings, Washington and Lee University; Fred Fukuchi, State College of Washington, and Richard A. Golden, University of Wis.

DES MOINES—Harlan Miller, Des Moines (Ia.) *Register* columnist who recently returned from a 15-day tour of Russia, brought back the impression that the "alleged monstrous bloodthirstiness (of the Russians) has been vastly overplayed." Miller reported his "observations, opinions and hunches" to an audience of 120 Des Moines area journalists and their wives at a "Harlan Miller Meets the Press" dinner July 5, sponsored by a Sigma Delta Chi group of Des Moines. The dinner and panel session was the first major activity of the Des Moines group since it was formed earlier this year. Proceeds from the dinner are to be used for establishment of a scholarship fund for Des Moines area students.

Miller was questioned by the audience and by a panel made up of Lauren Soth, editor of the editorial pages of the *Des Moines Register and Tribune*; Robert H. Spiegel, *Tribune* staff writer; Herb Plambeck, farm service director of stations *WHO* and *WHO-TV*, Des Moines and Frank Furbush, assistant to the president, Meredith Publishing Co. Moderator was Kenneth MacDonald, editor of the *Register and Tribune*. "I think the Russians do not want war and do not intend war," Miller said. "I think they fear America more than we fear Russia." Miller predicted the "de-Stalinization" campaign being pressed in Russia would result in petitions from collectives and provinces being brought to Moscow urging the removal of statues and pictures of Josef Stalin.—Ronald E. Hart

SOUTHERN ILLINOIS—Members of the Southern Illinois Professional chapter toured the Spartan Printing Company, world's largest comic book publishing plant, following their June meeting at Sparta, Ill. The visitors learned that the huge plant's daily output is one and a quarter million books, representing two carloads of newsprint. Host for the banquet meeting was Sparta *News-Plaindealer* publisher Howe V. Morgan, former chapter president. Robert Voris, *Waterloo Republican*, presided at the business meeting. Guests were Irving Dilliard, editor of the *St. Louis Post-Dispatch* editorial page and past national SDX president; Al Dopking, chief of the *Associated Press* Bureau in St. Louis; and Cornelius Kelliher, special writer for the *St. Louis Globe-Democrat*.—Ray Rowland

Wanted: News and Articles

Each Professional chapter shall appoint a *QUILL* correspondent whose duty it shall be to report local Sigma Delta Chi activities to the national journal and to assist the editor when possible in obtaining professional articles for inclusion in *THE QUILL*. (From Art. 5, Sec. 11, SDX By-Laws.)

Chapter Affiliation Urged for Members In Good Standing

In order to receive maximum benefits from Fraternity membership, members in good standing are urged to affiliate with a Professional chapter. National Headquarters points out that the primary purposes of Professional chapters are to encourage and aid the Professional members in raising the standards of their performance and to carry on, at the local level, a program that implements the national objectives.

In case there is no convenient chapter in a member's locality and there is interest in establishing one, information on the organization of such a unit may be obtained by writing to National Headquarters. As capsule information, a petitioning group for a Professional chapter is required to include ten or more members living or employed in a metropolitan area or contiguous territory. Proof of interest and ability to maintain such a unit are required before the charter is granted by the Executive Council and National Convention.

Members who wish to affiliate are advised to contact the secretary of the nearest Professional chapter, including a check for local dues (if any) and their national number (if known).

Current national dues must be paid in order to be eligible to make application for Professional chapter membership. Certificates of this have been sent by National Headquarters to all members in good standing. If a member has lost his certificate, another may be secured by request to National Headquarters.

This certificate contains instructions for its use in Part I, Parts II and III, certification of good standing and notification to National Headquarters of a member's affiliation, are to be sent also to the chapter secretary.

The secretaries, their addresses and the local dues of each Professional chapter are listed as follows:

AKRON—(\$2.00), William A. Fisher, Director of News Bureau, School of Journalism, Kent State University, Kent, Ohio.

ATLANTA—(\$3.00), R. H. Eskew, Public Relations Department, Southern Bell Telephone Co., 1639 Hurt Bldg., Atlanta, Ga.

AUSTIN—(\$5.00), Vern Sanford, General Manager, Texas Press Assn., 1716 San Antonio St., Austin, Tex.

CENTRAL ILLINOIS—(\$2.00), David Phillips, 330 Mumford Hall, University of Illinois, Urbana, Ill.

CENTRAL MICHIGAN—(\$5.00), Earl Richardson, Extension Editor, Michigan State College, 109 Ag Hall, East Lansing, Mich.

CENTRAL OHIO—(\$3.00), Hart F. Page, Ohio State Medical Assn., 79 E. State St., Columbus 15, Ohio.

CENTRAL PENNSYLVANIA—(\$1.00), Richard H. Hoenig, 2311 North Front St., Harrisburg, Pa.

CENTRAL TEXAS—(\$2.00), James E. Russell, Editor, Belton Journal, Belton, Tex.

CHICAGO—(\$3.50), Thomas Abbott, Public Relations, General Motors Corp., 840 N. Michigan Ave., Chicago, Ill.

CLEVELAND—(\$5.00), Milton J. Wurzbach, Assistant Director of Public Rela-

Personals

About Members

Dr. Dozier C. Cade, formerly assistant professor of journalism at Northwestern University, has joined the staff of the Georgia State College of Business Administration in Atlanta as associate professor and head of the Department of Journalism. He will also direct Georgia State College's School of the Air, a radio and television series on Station WAGA, Atlanta. Dr. Cade, formerly assistant professor of journalism at Emory University and assistant editor of the *Journalism Quarterly*, has worked on the Atlanta (Ga.) *Journal*, Chicago (Ill.) *Daily News*, Tuscaloosa (Ala.) *News* and Eufaula (Ala.) *Tribune*.

Ralph Leach resigned June 25 as news editor of the *Arkansas Gazette* at Little Rock to move to Austin, Tex., in preparation for entering the Episcopal Theological Seminary of the Southwest this fall. He will study for eventual ordination to the Episcopal priesthood. Prior to his work at Little Rock, he was news editor of the Brady (Tex.) *Standard* and the Mexia (Tex.) *Times-Tribune*.

Attention: No Comment

John Canning of Homewood, Ill. sends us his current favorite, and in return, a check for \$5 is being mailed to him. If you've had an experience in connection with your daily journalistic duties that rates a good chuckle, send it to the *Sigma Delta Chi NEWS*, 35 E. Wacker Drive, Chicago 1, Ill.

According to Canning, and backed up by an *Associated Press* dispatch from Washington, his story goes like this:

Al Lehman, public information director of the Commerce Department spoke recently to the government information officials' monthly luncheon gathering. The title of his talk was "Mum's Not the Word in Government Public Relations." Newsmen were barred from the meeting.

tions, U. S. Steel Corp., 1301 Rockefeller Bldg., Cleveland 13, Ohio.

COLORADO—(\$5.00), Claude Ramsey, Public Relations, Inc., Mile High Center, Denver, Colo.

DALLAS—(\$5.00), Thomas Hudson McKee, McKee & Associates, 508 Interurban Bldg., Dallas, Tex.

DETROIT—(\$3.00), C. E. Howard, Jr., Editor and Publisher, Romeo, *Observer Press*, Romeo, Mich.

FLORIDA WEST COAST—(\$5.00), Thomas H. Guthrie, *Power Lines*, Florida Power Corp., St. Petersburg, Fla.

FORT WORTH—(\$2.00), Carl Freund, Courthouse Reporter, *Fort Worth Press*, Fort Worth, Texas.

GREATER MIAMI—(\$10.00), Ralph A. Renick, News Director, TV Station WTVJ, 306 N. Miami Avenue, Miami, Fla.

HAWAII—(\$1.00), Hugh Lytle, Editorial Writer, *Honolulu Advertiser*, Honolulu, T. H.

ILLINOIS VALLEY—(\$1.00), Robert P. Gannon, Employee Relations General

Office, Caterpillar Tractor Co., Peoria, Ill.
INDIANAPOLIS—(Chapter approved but not installed), William P. Macdonald, *The Associated Press*, 307 N. Pennsylvania, Indianapolis 4, Ind.

JACKSON—(No Dues), Ralph Hutto, *Jackson State-Times*, Jackson, Miss.

KANSAS CITY—(\$10.00), Brock D. Holmes, Kansas City Public Service Co., 728 Delaware St., Kansas City 42, Mo.

LOS ANGELES—(No Dues), Frederic C. Conradt, School of Journalism, University of Southern California, Los Angeles 7, Calif.

LOUISVILLE—(\$3.00), Neil Dalton, *Courier-Journal & Times*, Louisville 2, Ky.

MID-MISSOURI—(No Dues), Jack Hackethorne, 813 West Walnut Court, Columbia, Mo.

MILWAUKEE—(\$3.00), Dick Leonard, State Editor, *Milwaukee Journal*, 333 W. State St., Milwaukee, Wis.

NEBRASKA—(\$2.00), James Morrison, University of Nebraska, Lincoln 8, Nebr.

NEVADA—(No Dues), Robert Petrini, 1016 B St., Sparks, Nev.

NEW ENGLAND—(\$2.00), Dr. Joseph Del Porto, Head, Division of Journalism, School of Public Relations, Boston University, Boston, Mass.

NEW MEXICO—(\$3.00), R. S. Gillespie, 4212 Sunningdale Ave., N.E., Albuquerque, N. M.

NEW YORK CITY—(\$3.00), A. Gordon Smith, Room 1000, 140 West Street, New York 7, New York.

NORTHERN CALIFORNIA—(\$5.00), Berton Ballard, Public Relations Director, The State Bar of California, 2100 Central Tower, San Francisco 3, Calif.

NORTH DAKOTA—(\$2.00), Alvin E. Austin, Head, Department of Journalism, Box D, University of North Dakota, Grand Forks, N. D.

NORTH FLORIDA—(\$3.00), Allen Skaggs, News Editor, University of Florida, Gainesville, Fla.

NORTHWESTERN OHIO—(\$2.50), Irving L. Edelstein, 310 Gardner Bldg., Toledo, Ohio.

OKLAHOMA—(\$1.00), Jim Williams, United Press Bureau, 680 Skirvin Tower, Oklahoma City 2, Okla.

PORTLAND—(\$2.00), Larry Quinlin, 4309 S. E. Brooklyn, Portland 6, Ore.

ST. LOUIS—(\$3.00), Albert Todoroff, Frozen Food Center, 105 South Ninth St., St. Louis 2, Mo.

SAN ANTONIO—(\$5.00), Tomme C. Call, Express Publishing Co., Avenue E and Third St., San Antonio 6, Tex.

SAN DIEGO—(\$1.00), William Steele Gilmore, 7282 Country Club Drive, La Jolla, Calif.

SEATTLE—(No Dues), James Boynton, News Bureau, Boeing Airplane Co., Seattle, Wash.

SOUTH DAKOTA—(\$2.00), Charles Card, Editor and Publisher, *Britton Journal*, Britton, S. D.

SOUTHERN ILLINOIS—(\$2.00), Howard R. Long, Department of Journalism, Southern Illinois University, Carbondale, Ill.

TEXAS GULF COAST—(\$5.00), John Hartzell, Max H. Jacobs Agency, P. O. Box 6093, Houston, Tex.

TRI-STATE—(\$5.00), Franklin S. Riley, Jr., Public Relations, Westinghouse Electric Corp., P. O. Box 2278, Pittsburgh 30, Pa.

UTAH—(\$5.00), E. T. Himstreet, 1235 Laird Ave., Salt Lake City, Utah.

WASHINGTON, D. C.—(\$5.00), Dick Fitzpatrick, 4830 North 22nd Rd., Arlington 7, Va.



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The Book Beat

By DICK FITZPATRICK

POLITICAL behavior in the United States is another area in which the past contributes greatly to an understanding of the future. Thus, the publication of a comprehensive book on election statistics is a great aid for the journalist and others who are attempting to interpret present-day America for the general public.

Richard Scammon, director of elections research for the Governmental Affairs Institute has amassed vast quantities of data in "America Votes: A Handbook of Contemporary American Election Statistics" (Macmillan Company, New York, \$12.50). While the book is expensive, it does run more than 440 pages.

Because, as Scammon points out, "American politics are essentially state politics," this book presents its data state by state. It is indicated that this is the first in a series of volumes on political statistics.

For each state the results of post-war elections for Governor, United States Senator, Congressmen is given. Statistics are also given for the Presidential vote in 1952.

Background information, in brief form, on the essential facts about elections are given along with a map of the counties and Congressional districts in each state.

Election statistics in the United States have always been difficult to locate. Generally it has been necessary to find them in State Blue Books and similar publications. The completeness of this volume and the indication that more statistics on American elections will be forthcoming makes "America Votes" an important contribution to public affairs reading, an essential reference book, and a Godsend for political writers.

WITH the international political situation continuing to mystify the average citizen, the publication of a first-hand report by a top reporter helps to furnish some understanding. Carl T. Rowan, Minneapolis Tribune reporter who has won three Sigma Delta Chi awards for distinguished reporting, has written a 432-page book reporting on his first-hand experiences in India, Pakistan and South-east Asia.

Called "The Pitiful and the Proud" (Random House, Inc., New York, \$5.00), Rowan strikingly highlights the social, political and economic forces at work in that vast area of the world. Rowan, an American Negro, gives many insights into race relations in the United States as discussed by the peoples of Southeast Asia who are very conscious of color, particularly in the United States.

Rowan's interesting and mature book will be an eye-opener to many.

SEVERAL revisions of established textbooks have recently been issued. James P. Wood, assistant to the research director of the Curtis Publishing Company, has revised his "Magazines in the United States" (Ronald Press Company, New York, \$5.00).

This book gives a rather detailed history of American magazines including separate sections on the development and status of various types of magazines. For instance, there are separate chapters on the *Readers Digest* and another on the *New Yorker*. A new chapter has been added on the magazines distributed through grocery stores. A section has been added on the comics. Material on the

four biggest magazines in the U. S. has been enlarged and up-dated.

These changes increase the scope of the book which enhances its value. The book contains a bibliography and an index. The author does attempt to discuss in many places in the book the function of the magazine as an important factor in American society.

This gives the book some increased depth and helps the reader to understand an important aspect of the magazine as a communications medium which is little discussed. The textbook literature on magazines is not great and thus this second edition of a leading book on the magazine is welcome indeed.

THE fourth edition of one of the really standard textbooks on newspaper copy-reading, head-writing and make-up, "Editing the Day's News" (Macmillan Company, New York, \$5.25), has just been issued. The authors are the late George C. Bastian, Leland D. Case, editor of the *Rotarian Magazine* and Floyd K. Baskette of the *Denver Post* and of the University of Colorado journalism faculty.

This textbook is noteworthy for its comprehensiveness combined with conciseness. Some of the current editorial trends which the authors emphasize are "clarity and precision in news copy, attention to semantics, use of the one-idea one-sentence principle rather than the old five w-and-h pattern." The authors also discuss typesetting and photo composition. The book discusses the operation of TTS and tells the various methods newspapers use to edit TTS copy. This top book on editing is well illustrated and includes many specimens of newspaper pages and headlines, a glossary and index. It's highly recommended for the journalist's library.

MERRILL DEVOE, the author of a number of books on advertising and a former advertising professor at several universities, has written a complete all-around text called "Effective Advertising Copy" (Macmillan Company, New York, \$8.75). This 717-page book is marked by thorough discussions of a large number of topics. The results of research on advertising are effectively woven into the textual material.

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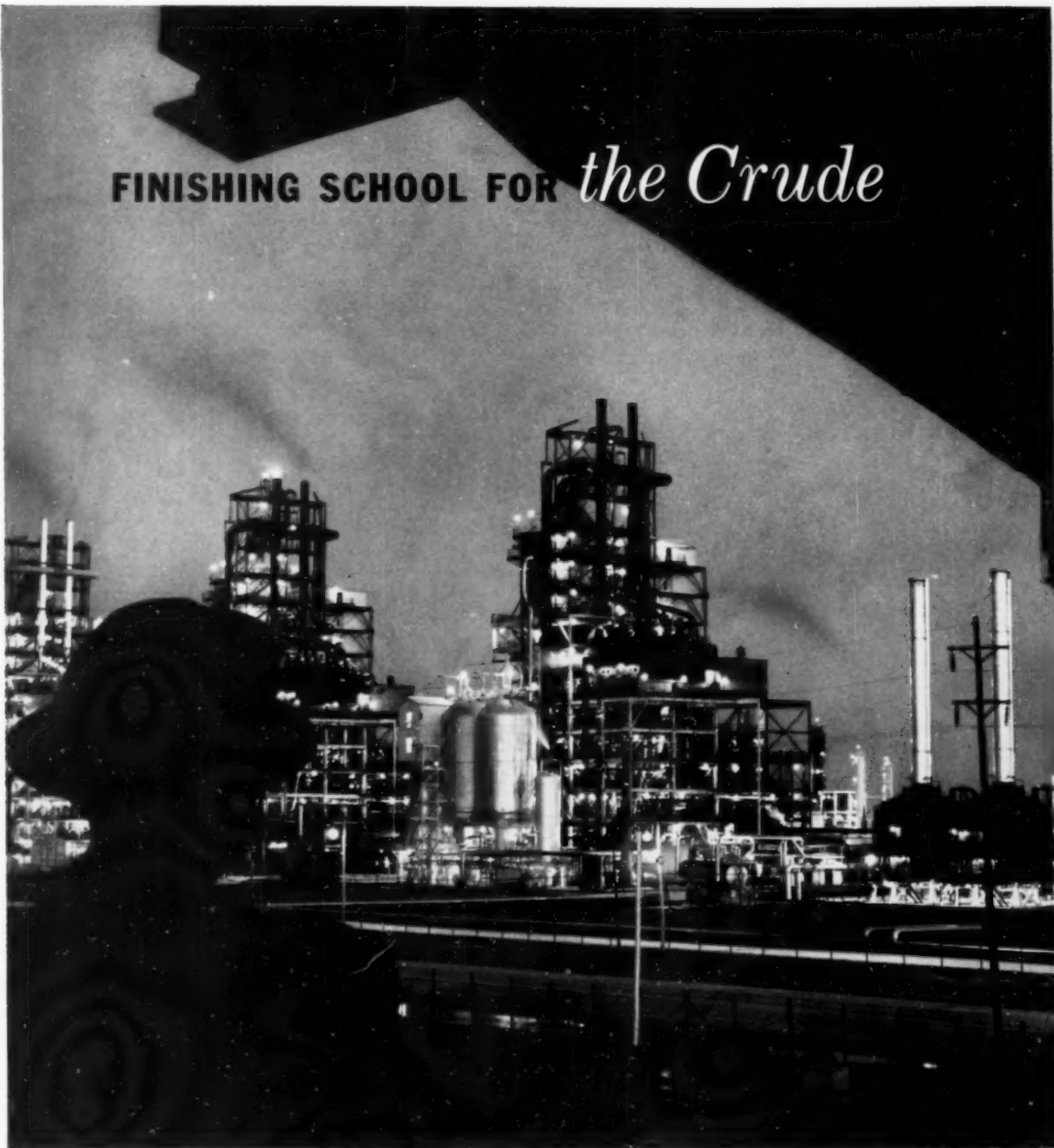
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